

Jan 10 1925

©CIL 21054

THE GOLDEN BED

Photoplay in 9 reels

Based on the novel by Wallace Irwin

Screen play by Jeanie Macpherson

Directed by Cecil B. DeMille

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

JAN 16 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

The Golden Bed - 9 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Golden Bed	1-16-25	©CIL 21053 ©CIL 21054

The return of the above copies was requested by the said
Company, by its agent and attorney on the 16th day of
Jan. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

JAN 22 1925



"The Golden Bed" Is 9 Reels 8584 Feet Long

PARAMOUNT

PRESS

Jesse L. Lasky present
Cecil B. De Mille's Product
"The Golden Bed"
JEANIE MACPHERSON
Screen play by Jeanie Macpherson
Based on the novel by Wallace Irwin
Published serially in the Pictorial Review, with
Rod LaRocque, Vera Reynolds, Lillian Rich,
Theodore Kosloff and Julia Faye
Warner Baxter, Theodore Kosloff
A Paramount Picture

PURPOSE: To Help You

"The Golden Bed" Gorgeous Picture of Modern Marriage

©CIL 21054

De Mille's Second Big Famous Forty-Paramount

WALLACE IRWIN, famous for many years as the author of "Hashimura Togo" and other popular humorous stories, flashed into prominence as a serious writer in 1914 or two ago with one of his penetrating books on the subject of marriage, "Lew Tyler's Wives."

He took up this book up recently with a far greater work, "The Golden Bed," also a dramatic expose of the morals and marriages of today.

"The Golden Bed" appeared serially in Pictorial Review (Circulation, 2,100,000) last year and brought hundreds of enthusiastic letters to the editors. It was published as a book a few months ago and has been selling like hot cakes in every city and town in the land ever since.

"The Golden Bed" is such ideal Cecil B. De Mille material that De Mille grabbed it almost as quickly as it was out of Irwin's typewriter. It is a stronger story dramatically than "Manslaughter;" it has just as strong a cast as "Manslaughter;" it gives De Mille a wonderful opportunity to parade his gorgeous gowns and girls and the atmosphere of sparkling class that the fans love; it is something that you can afford to shoot the whole works on in an advertising way and know it's going to bring big returns.

Cast

Flora Lee Peake.....	Lillian Rich
Margaret Peake.....	Vera Reynolds
Colonel Peake.....	Henry Walthall
Admah Holtz.....	Rod La Rocque
The Marquis de San Pilar.....	Theodore Kosloff
Bunny.....	Warner Baxter
The Duc of Savarac.....	Robert Cain
Mrs. Amos Thompson.....	Julia Faye
Amos Thompson.....	Robert Edeson
Flora Lee Peake.....	Jacqueline Wells
Margaret Peake—as children.....	Mary Jane Irving
Admah Holtz.....	Don Marion
James Gordon.....	Charles Clary

Synopsis of the Story

THE Peakes are an aristocratic Southern family whose long-established fortune is fast dwindling away. Colonel Peake, head of the family, has two daughters, Flora Lee and Margaret. Flora Lee, the younger, is a beautiful blonde man-hunter, indolent, eager for pleasure and luxury and always determined to have it. Margaret is pretty too, but is unselfish and has a steady head.

Flora Lee sleeps in an ornate golden bed, an heirloom that once belonged to the famous Italian family of De Medici. It is her most cherished possession and symbolic of her character. (It also gives this picture its title.)

Colonel Peake puts over a marriage between Flora Lee and the Marquis de San Pilar, a Spanish nobleman visiting America and ensnared by Flora Lee at a dance in his honor. Their wedding is a lavish affair. The ice cream is furnished by "Candy" Holtz, christened Admah Holtz, a crude but forceful and very ambitious young man who has risen from practically nothing to become one of the city's leading



Screen play by Jeanie Macpherson

Based on the novel by Wallace Irwin
Published serially in Pictorial Review

Four-column Newspaper Advertisement 4A

"The Golden Bed" New De Mille Film

Paramount Screen Version
of Wallace Irwin Novel

(Synopsis Story)

THE GOLDEN BED," the second big Famous Forty-Paramount production by Cecil B. De Mille, the man who made "The Ten Commandments," opens a... days' run next... at the... Theatre.

The picture is an adaptation by Jeanie Macpherson, based on the novel by Wallace Irwin which was published serially in Pictorial Review under the title "Tomorrow's

Facts About

Producer—	Cecil B. De Mille.
Author—	Wallace Irwin.
Screenplay—	By Jeanie Macp
mandments.	
Story—	as a serial in Picto
Later appear	red as a novel unde
Featured I	layers—Rod La R
Warner Bar	ter, Theodore Koslo
Cameraman	—Peverell Marley.
Type of St	—One of the ri
modern go	merican bo

PARAMOUNT

Anything in This Press Sheet May Be Reprinted

SHEET

Adolph Zukor and
Cecil B. De Mille
"The Golden Bed"
Screen play by J.
Based on the novel by Wallace Irwin
Published serially in
Rod LaRocque, Vera Reynolds, Lillian Rich,
Theodore Kosloff and Julia Faye
Warner Baxter, The
A Paramount Picture

Jesse L. Lasky present
Cecil B. De Mille's Production
"The Golden Bed"
JEANIE MACPHERSON
Screen play by J.
Based on the novel by Wallace Irwin
Published serially in
Rod LaRocque, Vera Reynolds, Lillian Rich,
Theodore Kosloff and Julia Faye
Warner Baxter, The
A Paramount Picture

Sell the Picture to the Public.

Large Cecil B. De Mille in Marriage, With All-Star Cast



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
CECIL B. DE MILLE'S
PRODUCTION
"The Golden Bed"

THE startling social satire
produced by Cecil B. De
Mille at his de luxe best.
With this brilliant cast:

Lillian Rich, Warner Baxter,
Rod La Rocque, Vera Reynolds,
Theodore Kosloff, Julia Faye

PUTTING IT OVER RIGHT

Practical exploitation hints—
Tie-up with newspaper news-

blankets, fancy
longue, fancy pillows, reading
lamps, mattresses and all the rest.

Tieing up with newspaper, put
over the idea that out of every
dollar received for admissions to
"The Golden Bed," a certain por-
tion will be turned over to the
paper with which to start an en-
dowment for the establishment
and upkeep in a local hospital of
a golden bed, similarly as other
beds are endowed for the benefit
of charity patients.

Or, start a fund for the gift of
a golden bed to the most deserv-
ing cripple in town.

Find the GOLDEN BED! A
miniature golden bed is buried,
like to old buried treasure hunts.
Whoever finds it is given a real
golden bed by a leading depart-
ment store.

A golden bed in the lobby with
a beautiful dummy ensconced.
The same idea adapted to an elab-
orate street float.

Tie up with florists on a golden
flower-bed.

Book tie-up. Wallace Irwin's
story, under the photoplay title,
is right up among the best sellers
as a novel. Has flashy jacket and
can be tied up to excellent ad-
vantage with showings of the pic-
ture.

Paramount purchased the sec-
ond serial rights to Irwin's novel
and is offering it to newspapers
absolutely free of charge. At this
writing over one hundred and
fifty newspapers are running the
story. Ask your own newspaper.

Innumerable stunts with candy
shops and candy.

Miniatures of the golden bed
are in each Paramount exchange.
The window display use of these
is obvious.

Facts About the Picture

Producer—Cecil B. De Mille.
Author—Wallace Irwin.
Screenplay—By Jeanie Macpherson, author of "The Ten Com-
mandments."
Story—Based as a serial in Pictorial Review as "Tomorrow's Bread."
Later appeared as a novel under photoplay title.
Featured Players—Rod La Rocque, Vera Reynolds, Lillian Rich,
Warner Baxter, Theodore Kosloff and Julia Faye.
Cameraman—Peverell Marley.

—One of the rise and fall of two families—that of a
American boy, a candy maker who rises from the

De Mille Social Satire at Rialto

"The Golden Bed" Great
Famous Forty Film

CECIL B. DE MILLE'S latest
Paramount production, "The
Golden Bed," which will be the fea-
ture at the.....next....., is a
story of Admah ("Candy") Holtz,
risen to fortune from "poor white
trash."

"Candy" Holtz is infatuated with
Flora Lee Peake, alluring beauty and
hope of a family which is decaying
because of its preference for a great
name rather than useful toil.

Margaret Peake, equally arrogant
at first, learns the emptiness of un-

um Newspaper Advertisement 4A. Mats 25c at your local Paramount Exchange.

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Colonel Peake puts over a marriage between Flora Lee and the Marquis de San Pilar, a Spanish nobleman visiting America and ensnared by Flora Lee at a dance in his honor. Their wedding is a lavish affair. The ice cream is furnished by "Candy" Holtz, christened Admah Holtz, a crude but forceful and very ambitious young man who has risen from practically nothing to become one of the city's leading merchants. Admah oversees the delivery of the ice cream himself, and Flora Lee, attracted by his rather handsome and eager face, throws him a rose from her bridal bouquet. That makes the innocent, beauty-worshipping Admah her slave for life.

The Marquis de San Pilar takes his bride to his ancestral estates in Europe. Three years later she has drifted into a love affair with an international woman-chaser, The Duc of Savarac. San Pilar is mad with jealousy. On an excursion to Switzerland, the three climb the Jungfrau. At the top, San Pilar, maddened by the intimate actions of his wife and his rival, cuts the guide line and plunges himself and his wife to their deaths.

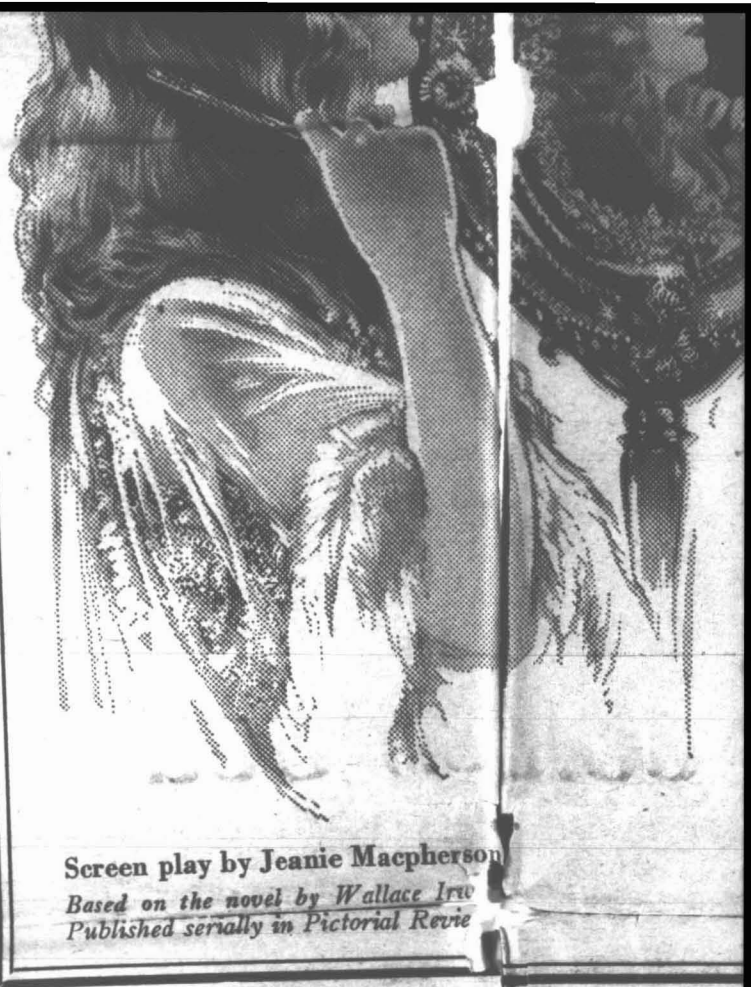
Flora Lee, in an American city, unchanged, except that the Peakes have lost their money and their house has been sold. Her sister Margaret, who has become Admah Holtz' secretary, supports her. Margaret has for a long time been secretly in love with Admah, who is now a very wealthy man. Flora Lee determines to marry him—for his money. She exercises all of her devastating charms upon him. They are married.

In a short time Flora Lee's extravagance sends Admah along the road to ruin, while Margaret looks on helplessly. To avenge a snub, Flora Lee makes Admah, though he needs every bit of his available cash to save himself, give a spectacular "Candy Ball," where all the decorations and costumes are imitations of candy. Here Flora Lee meets an old sweetheart, Bunny, and carries on scandalously with him.

Admah has taken money not belonging to him to finance the "Candy Ball." He goes to jail. Flora Lee at once runs off with Bunny.

A year passes. Admah is out of jail and making a desperate effort to come back in a business way with the help of Margaret, whom he is fast learning to love. Then Flora Lee, broken, ill, hardly a shadow of her ravishing beauty remaining and half out of her mind, comes dragging back through the rain to the old Peake mansion, now used as a tenement house. The golden bed alone remains there, the emblem of Flora Lee. Admah's old love for her flares up momentarily, and she dies of pneumonia in his arms in the golden bed. He sees that for him the beautiful Flora was but a devouring flame.

With Flora Lee gone, Admah's good sense begins to assert itself. That Margaret has saved his business and his life. He turns to her, and she comes to him.



Screen play by Jeanie Macpherson
Based on the novel by Wallace Irwin
Published serially in Pictorial Review

Four-column Newspaper Advertisement 4A

"The Golden Bed" New De Mille Film

Paramount Screen Version
of Wallace Irwin Novel

(Synopsis Story)

THE GOLDEN BED," the second big Famous Forty-Paramount production by Cecil B. De Mille, the man who made "The Ten Commandments," opens a... days' run next... at the... Theatre.

The picture is an adaptation by Jeanie Macpherson, based on the novel by Wallace Irwin which was published serially in Pictorial Review under the title "Tomorrow's Bread."

A beautiful girl is the owner of the golden bed—it is a legacy from her mother. She is selfish and cruel, with a loveliness that works like a spell on men. To her the bed represents ease and power.

She marries a Spanish nobleman but loses him in Europe and comes back home, to find her father has lost his money and abandoned her, leaving nothing for his daughters but the house and its furnishings.

She has a sister who is her exact opposite in character, and there is a poor boy whom she used to scorn who has now become a man of money and power in the town. Partly to spite her sister, but mostly for mercenary reasons, she exerts her bewitchment on the young man and marries him.

The young fellow now has what he has dreamed of since boyhood—the lovely girl who once made fun of him because he was poor. The rest of the story is the shattering of his dream—the slow realization that it is the sister, always unobtrusively helping, whom he really loves.

It's easy to imagine what Cecil B. De Mille can do with a story like this.

Lillian Rich, whom De Mille claims is the greatest star "find" since Gloria Swanson, plays the leading feminine role in the production. Vera Reynolds, another De Mille star discovery, is the younger sister and Rod La Rocque is cast as the boy candy maker who becomes the owner of a long chain of stores.

Warner Baxter, Theodore Kosloff and Julia Faye complete the featured cast. Other big names playing in support are Robert Edeson, Robert Cain, Henry Walthall and Charles Clary.

Facts About

Producer—Cecil B. De Mille.

Author—Wallace Irwin.

Screenplay—By Jeanie Macpherson.

Story—Based on a serial in Pictorial Review. Later appeared as a novel under the title "Tomorrow's Bread."

Featured Players—Rod La Rocque, Warner Baxter, Theodore Kosloff.

Cameraman—Peverell Marley.

Type of Story—One of the most modern go-go arm-basket owner of a aristocratic money and self-centered opposite.

A strong

Big Screen

high up in the Sierras. On attention to a red snow flower picture, into looking for it, then her. The play back and forth pitch which really puts the t cuts the gu rope and the

Then—t—"candy ball." on the screen. Human chocolate ballet" by Theodore Kosloff. catcher in all his production slaughter" and the opening of ments," for instance. The Golden Bed."

Other Selling Points—What production? Is it beautiful? They have them all in "The Golden Bed."

De Mille believes that in material since Gloria Swanson agree with him. Vera Reynolds as the plainer of the two sisters allure of the other. La Rocque role in "The Ten Commandments."

"The Golden Bed" will a poor boy rising to great height to experience financial ruin wife who, before he made him. It shows him fighting the help of a real woman.

ADOLPH ZUKOR and JESSE L. LASKY PRESENT

CECIL B. DE MILLE'S PRODUCTION *The Golden Bed*

THE startling social satire
produced by Cecil B. De
Mille at his de luxe best.
With this brilliant cast:

Lillian Rich, Warner Baxter,
Rod La Rocque, Vera Reynolds,
Theodore Kosloff, Julia Faye

lamps, mattresses and all the rest.
Tie up with newspaper, put
over the idea that out of every
dollar received for admissions to
"The Golden Bed," a certain por-
tion will be turned over to the
paper with which to start an en-
dowment for the establishment
and upkeep in a local hospital of
a golden bed, similarly as other
beds are endowed for the benefit
of charity patients.

Or, start a fund for the gift of
a golden bed to the most deserv-
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Find the GOLDEN BED! A
miniature golden bed is buried,
like to old buried treasure hunts.
Whoever finds it is given a real
golden bed by a leading depart-
ment store.

A golden bed in the lobby with
a beautiful dummy ensconced.
The same idea adapted to an elab-
orate street float.

Tie up with florists on a golden
flower bed.

Book tie-up. Wallace Irwin's
story, under the photoplay title,
is right up among the best sellers
as a novel. Has flashy jacket and
can be tied up to excellent ad-
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Paramount purchased the sec-
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and is offering it to newspapers
absolutely free of charge. At this
writing over one hundred and
fifty newspapers are running the
story. Ask your own newspaper.

Innumerable stunts with candy
shops and candy.

Miniatures of the golden bed
are in each Paramount exchange.
The window display use of these
is obvious.

The wedding scene of the pic-
ture is the first screen wedding
since the "flapper" styles went
out of vogue. Lillian Rich, Vera
Reynolds and others wear the
latest creations from the Parisian
shops. Opportunity here for a
fashion show. Tie-up with de-
partment stores.

Plays of the new styles.

See the local representatives of
the Northern Pacific R. R. for
travel bureau window display of
the Mount Rainier pictures.

Tie-up with some moving van
company to place a banner on
their vans—"We are going to
move 'The Golden Bed' to the
Theatre.....this week,
etc."

Paint stores—Window display of
"Goldleaf-for 'The Golden Bed.'"

And here's a live one—laundry
tie-up. Have wrapper stickers
prepared. "We launder sheets
fit to grace 'The Golden Bed.'"
Or, just insert a herald in each
package.

Another — There's a "radio
dinner" in the picture. Radio
provides the entire musical en-
tertainment. Obvious tie-ups here.

Facts About the Picture

Producer—Cecil B. De Mille.

Author—Wallace Irwin.

Screenplay—By Jeanie Macpherson, author of "The Ten Com-
mandments."

Story—Ran as a serial in Pictorial Review as "Tomorrow's Bread."
Later appeared as a novel under photoplay title.

Featured Players—Rod La Rocque, Vera Reynolds, Lillian Rich,
Warner Baxter, Theodore Kosloff and Julia Faye.

Cameraman—Peeverell Marley.

Type of Story—One of the rise and fall of two families—that of a
modern go-go arm-basket owner of a
aristocratic money and
self-centered opposite.

A strong

Big Scene

high up in the Sierras. On a glacier atop Mt. Rainier Kosloff
ed snow flower and baits Lillian Rich, his wife in the
king for it, then challenges Robert Cain to get it for
back and forth in this scene works up to an intense
ally puts the two men on the ledge together. Kosloff
rope and the pair plunge to their death.

Then—"candy ball." For novelty it has not known an equal
on the screen. human chocolate drops, peppermint sticks and "candy
ballet" by Theodore Kosloff. De Mille always inserts one big eye-
catcher in all his productions—the Roman orgy episode in "Man-
slaughter" and the opening of the Red Sea in "The Ten Command-
ments," for instance. The candy ball is the scene in "The Golden
Bed."

Other Selling Points—What is it the fans look for in a De Mille
production? Is it beautiful women, gorgeous gowns, colorful settings?
They have them all in "The Golden Bed."

De Mille believes that in Lillian Rich he has the greatest star
material since Gloria Swanson, and when you see the picture you'll
agree with him. Vera Reynolds, another De Mille "find," is great
as the plainer of the two sisters who triumphs in spite of the super-
allure of the other. La Rocque's part, too, is almost as big as his
role in "The Ten Commandments."

"The Golden Bed" will appeal to the masses because it shows a
poor boy rising to great heights entirely through his own efforts, only
to experience financial ruin because of his frivolous, empty-headed
wife who, before he made his money, had nothing but contempt for
him. It shows him fighting back against overwhelming odds with
the help of a real woman.

De Mille Social Satire at Rialto

"The Golden Bed" Great Famous Forty Film

CECIL B. DE MILLE'S latest
Paramount production, "The
Golden Bed," which will be the fea-
ture at the.....next....., is a
story of Admah ("Candy") Holtz,
risen to fortune from "poor white
trash."

"Candy" Holtz is infatuated with
Flora Lee Peake, alluring beauty and
hope of a family which is decaying
because of its preference for a great
name rather than useful toll.

Margaret Peake, equally arrogant
at first, learns the emptiness of un-
earned wealth and high social po-
sition and works for the regeneration
of Admah, after the young fellow
is brought to ruin by a sister who
accepts luxury from a husband while
sneering and flirting behind his back.

As Flora Lee and Admah, Lillian
Rich, De Mille's new "find," and the
popular Rod La Rocque have two
characters which book reviewers
called "outstanding pen portraits."

Wallace Irwin's story, under the
photoplay title, is right up among
the best sellers as a novel. Has
flashy jacket and can be tied up
to excellent advantage with show-
ings of the picture.

Famous names bristle in the cast
which includes Warner Baxter, The-
odore Kosloff, Julia Faye, Henry
Walthall, Robert Cain and Robert
Edeson.

A typical De Mille spectacle in the
production is a gorgeous "candy
ball," a colorful setting for the crash
and ruin of Admah Holtz. Thrills
among the Alpine glaciers, an elab-
orate "De Mille wedding" and other
effects set off the production.

"The Golden Bed" is a fine De
Mille social satire which for colorful
drama bids fair to equal the success
of such triumphs as "Manslaughter,"
"Feet of Clay" and "The Ten Com-
mandments." He takes a beautiful
young girl and routes her through
four love affairs as only he can do
it. He takes a boy from nothing and
makes him a money power in his
town.

Here's the finest De Mille produc-
tion to date!

Everything You Need to Make "The

Are you
**A Woman
Who Gives**
or
**A Woman
Who Takes?**

Both live and
love in

**CECIL B.
DE MILLE'S**

amazing
tion of

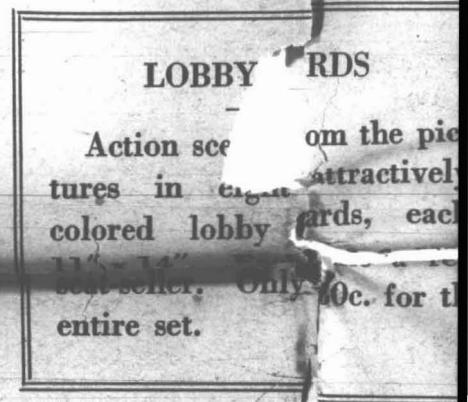
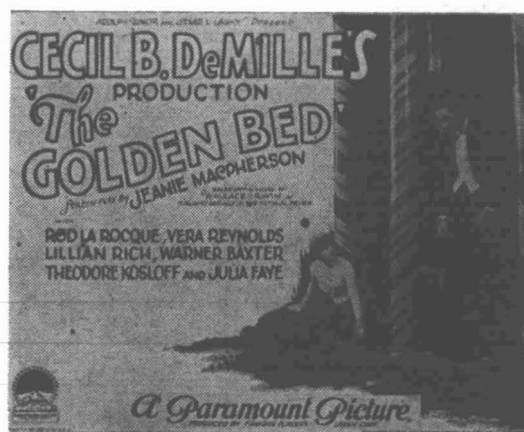
**THE
GOLDEN
BED**

Wallace Irwin's
popular novel
of marriage
and morals

It's a Paramount

Teaser Type Ad

Here Is a Production Big Enough to S
Paramount Offers You a Wide As
De Mille and Showmanship Will



LOBBY CARDS

Action scenes from the pic
tures in eight attractively
colored lobby cards, each
11" x 14". Only 10c. for the
entire set.



Midget Cut IMA



Midget Cut 1MB



Midget Cut 1MC

Solution to CROSSWORD PUZZLE

■ A D A G E ■
F E E ■ R A Y
A R M ■ E R E
R O I ■ A S P
■ ■ L I T ■ ■
I L L N E S S
T E E ■ S R O
■ A S ■ T O ■

HORIZONTAL

1. Established truth
5. Price
6. Last name of film star
8. Part of body
9. Before

**THE
GOLDEN BED**

CECIL B. DE MILLE'S *The Golden Bed*

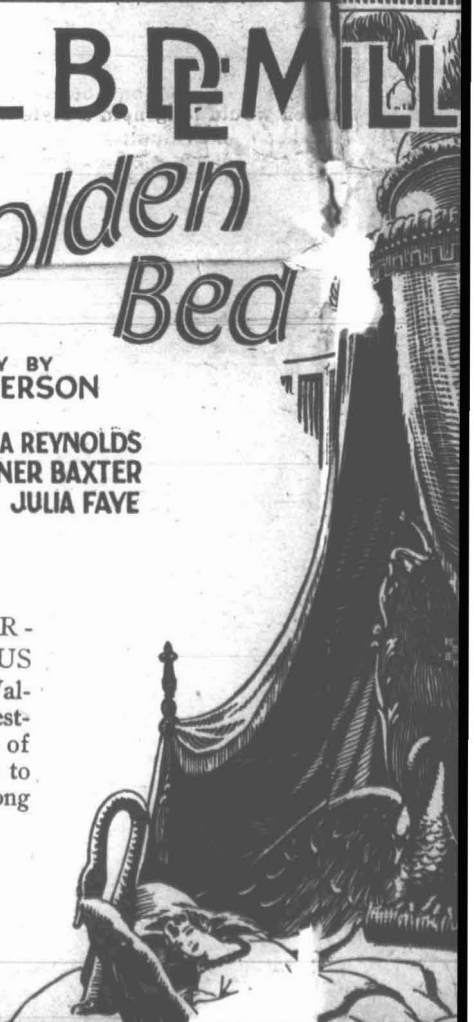
SCREEN PLAY BY
JEANIE MACPHERSON

WITH

ROD LA ROCQUE, VERA REYNOLDS
LILLIAN RICH, WARNER BAXTER
THEODORE KOSLOFF, JULIA FAYE

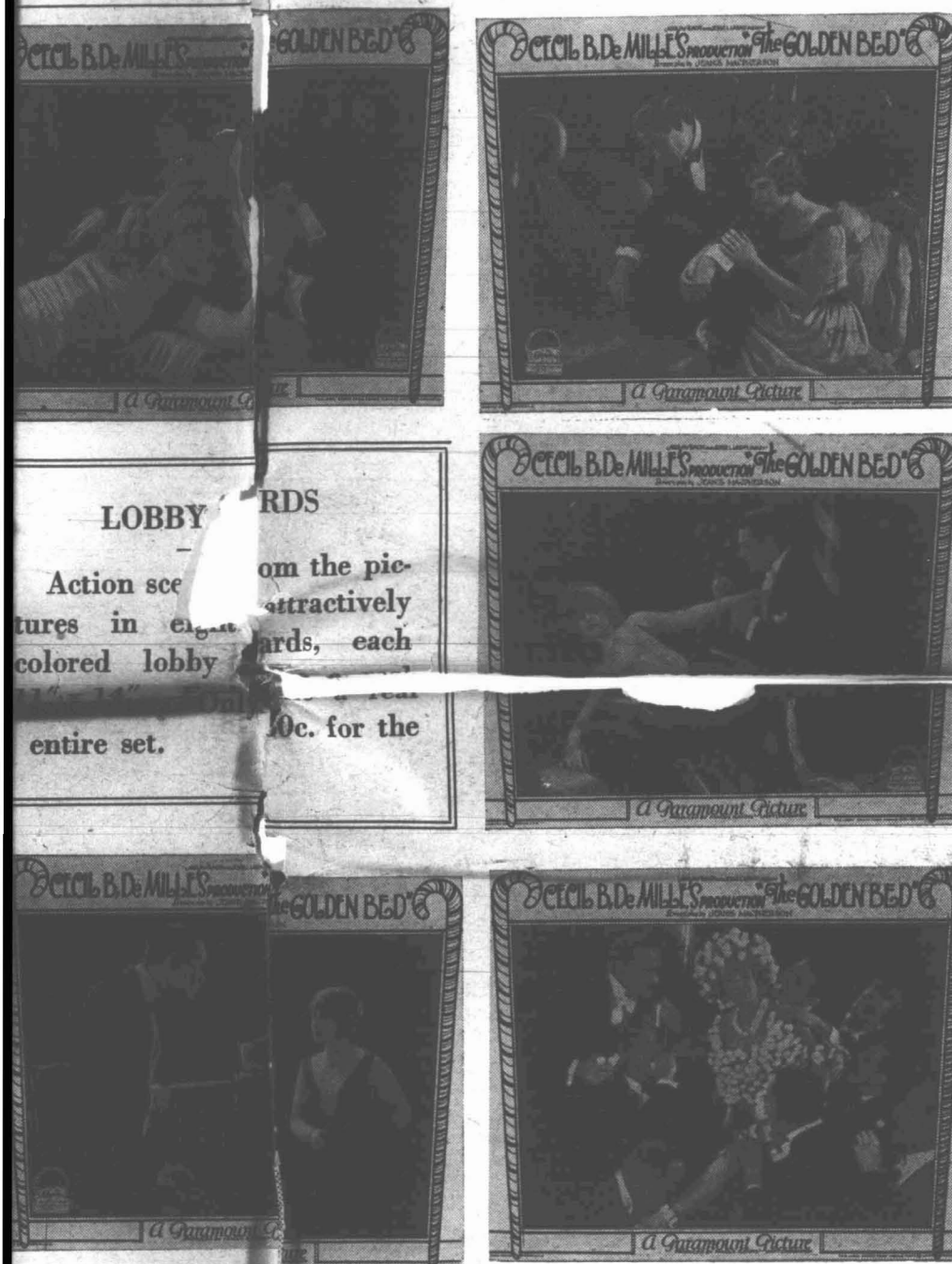
A SUPER-
GORGEOUS
production of Wal-
lace Irwin's best-
selling novel of
marriage. Sure to
rank high among
the year's best.

*A
Paramount
Picture*



Make "The Golden Bed" a Golden Bet!

Big Enough to Stand a Big Campaign
as You a Wide Assortment of Aids
Showmanship Will Stand 'Em Up



LOBBY CARDS

Action scenes from the picture
in eight attractively
colored lobby cards, each
10c. for the
entire set.

THE GOLDEN BED

By Wallace Irwin

The story of two women
—one a golden tigress
tearing out men's hearts
for the fascination of the
game, the other all sym-
pathy and tenderness—
and what they did to a
self-made millionaire
who was an all too human
combination of strength
and weakness. Sup-
erlucricized by

CECIL B. DE MILLE

A Paramount Film

Teaser Type Ad

B. DE MILLE'S PRODUCTION The Golden Bed

BY
SON

REYNOLDS
R BAXTER
JULIA FAYE



CECIL B. DE MILLE'S PRODUCTION

'The Golden Bed'

SCREEN PLAY BY
Jeanie Macpherson



CECIL B. DE MILLE has
just begun to show his
hand!

In "The Golden Bed" he has
trumped all past triumphs with
scene after scene of spell-bind-
ing luxury, punch after punch
of high-tension drama, gasp af-
ter gasp of golden entertainment.

REST
OF
BILL

With Rod La Rocque, Vera Reynolds, Lillian Rich,
Warner Baxter, Theodore Kosloff, Julia Faye

Two-column Supplementary Press Ad 2AS

THE GOLDEN BED

Wallace Irwin's
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It's a Paramount

Teaser Type Ad



Midget Cut 1MA

Solution to CROSSWORD PUZZLE

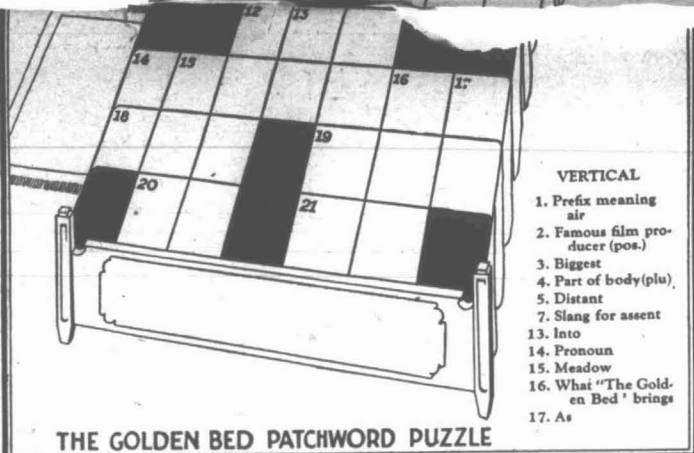


Midget Cut 1MB



Midget Cut 1MC

■ A D A G E ■
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T E E ■ S R O
■ A S ■ T O ■



THE GOLDEN BED PATCHWORD PUZZLE

CECIL B. DE MILLE'S PRODUCTION "The Golden Bed"

SCREEN PLAY BY JEANIE MACPHERSON
BASED ON THE NOVEL BY WALLACE IRWIN
PUBLISHED SERIALLY IN THE PICTORIAL REVIEW
A Paramount Picture

with ROD LA ROCQUE, VERA REYNOLDS
LILLIAN RICH, WARNER BAXTER
THEODORE KOSLOFF, JULIA FAYE

Two-column Press Advertisement 2AX
(See Solution Above)

CECIL B. DE MILLE "The Golden Bed"

SCREEN PLAY BY
JEANIE MACPHERSON

WITH

ROD LA ROCQUE, VERA REYNOLDS
LILLIAN RICH, WARNER BAXTER
THEODORE KOSLOFF, JULIA FAYE

A SUPER-
GORGEOUS
production of Wal-
lace Irwin's best-
selling novel of
marriage. Sure to
rank high among
the year's best.

A
Paramount
Picture
PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

Based on the novel by Wallace Irwin. Published serially

THEATRE N

Three-column Newspaper Advertisement



Three-column Strip Advertisement 3A

entire set.

picturized by

CECIL B. DE MILLE

A Paramount Film

Teaser Type Ad



Wallace Irwin. Published serially in the Pictorial Review.

ATRE NAME

Three-column Newspaper Advertisement 3A



Three-column Strip Advertisement 3AX



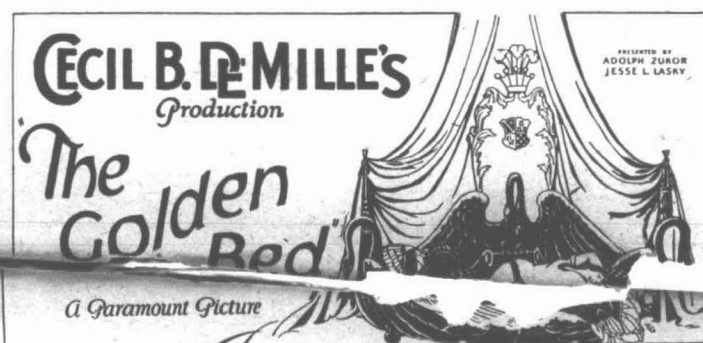
CECIL B. DE MILLE has just begun to show his hand!

In "The Golden Bed" he has trumped all past triumphs with scene after scene of spell-binding luxury, punch after punch of high-tension drama, gasp after gasp of golden entertainment.

REST
OF
BILL

With Rod La Rocque, Vera Reynolds, Lillian Rich, Warner Baxter, Theodore Kosloff, Julia Faye

Two-column Supplementary Press Ad 2AS



A PENETRATING story of American marriage, society and success. Enthrallingly told in an atmosphere of beautiful women, super - gorgeous gowns and the sparkling class for which Cecil B. De Mille is famous.

Rod La Rocque
Vera Reynolds
Lillian Rich
Warner Baxter
Theodore Kosloff
Julia Faye

Screen play by Jeanie Macpherson
Based on the novel by Wallace Irwin.
Published serially in the Pictorial Review.

Two-column Supplementary Press Ad 2ASX

CECIL B. DE MILLE

"The Golden Bed"

SCREEN PLAY BY
JEANIE MACHERSON
ET WACHTEL

WITH

ROD LA ROCQUE, VERA REYNOLDS
LILLIAN RICH, WARNER BAXTER
THEODORE KOSLOFF, JULIA FAYE

CECIL B. DE MILLE has outdone himself in producing Wallace Irwin's searching and intimate novel of American morals and marriage.

The master director who always has set the pace for lavish productions startles more than ever with the gasping gorgeousness of "The Golden Bed."

When you behold—

—the eye-filling spectacle of the novelty Candy Ball;

—the dazzling millionaire society wedding;

—the thrilling and beautiful scenes in the snow-topped Alps;

—The Golden Bed itself, around which revolves the story of the luxury-drunk society siren who attracts many loves and changes many lives—

When you behold these and countless other sparkling highlights, you will tip your hat to the daring of De Mille and the golden triumph of "The Golden Bed."

a
Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



EMILLE'S PRODUCTION

in

ed"



ROD LA ROCQUE, VERA REYNOLDS
LILLIAN RICH, WARNER BAXTER
THEODORE KOSLOFF, JULIA FAYE

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a
Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



A Masterpiece of Fiction Now A

Playing Dates,
Other Features

Theatre N



ion Now *A De Mille Masterpicture*

eatre Name

Playing Dates,
Other Features



Cecil B. DeMille's Production, "GOLDEN BED" AIDS TO A

You can get all the advertising aids illustrated in this Press Book free

Special DeLuxe Herald With Novel R

CECIL B. DEMILLE'S

"THE GOLDEN BED"

Here's the classiest herald Paramount has ever issued!

The cover, illustrated above, actual size, is a gorgeous combination of black and gold with the golden bed and lettering handsomely embossed.

The double-page center spread, illustrated on the right, actual size, will have every pencil in town filling in the squares. Great possibilities for exploitation stunts. (See solution on page 5 of Press Book).

Back page blank for theatre name, etc.

Only \$5.00 per 1,000. Be sure to see a sample!

HORIZONTAL

1. Established truth
5. Price
6. Last name of film star
8. Part of body
9. Before
10. French for king
11. Snake
12. Slang for intoxicated
14. Indisposition
18. Golf term
19. Theatrical term
20. Like
21. Toward

THE GOLDEN B

THE GOLDEN BED PATCHWORD PUZZ

CECIL B. DEMILLE

"The Golden

SCREEN PLAY BY JEANIE MACPHERSON
BASED ON THE NOVEL BY WALLACE IRWIN
PUBLISHED SERIALLY IN THE PICTORIAL REVIEW
A Paramount Picture

with ROD LA
LILLIAN
THEODO

(See Solution to Puzzle on Page

Catchlines for Ads or Programs

See the dazzling Candy Ball, the million-
aire wedding, the fight on the Alpine crag,
the newest gowns from Paris, the latest De
Mille triumph—"The Golden Bed."

With characteristic lavishness of gowns,
girls and settings, Cecil B. De Mille has pic-
ture the most startling novel of

The drama of a man who fought his way
to the top in business and lost his hold
through a girl.

One of the ranking "six best sellers" of
the year is now Cecil B. De Mille's lead-
ing superpicture.

Serial Tie-Up

Paramount will give your local
newspaper FREE OF
CHARGE, the Wallace Irwin
story, "The Golden Bed," in ser-
ial form.

In addition they can secure,
without charge, mats of special
newspaper advertisements to be
run as advance announcements.

If your newspaper has not al-
ready arranged to secure these,
get in touch with the editor at

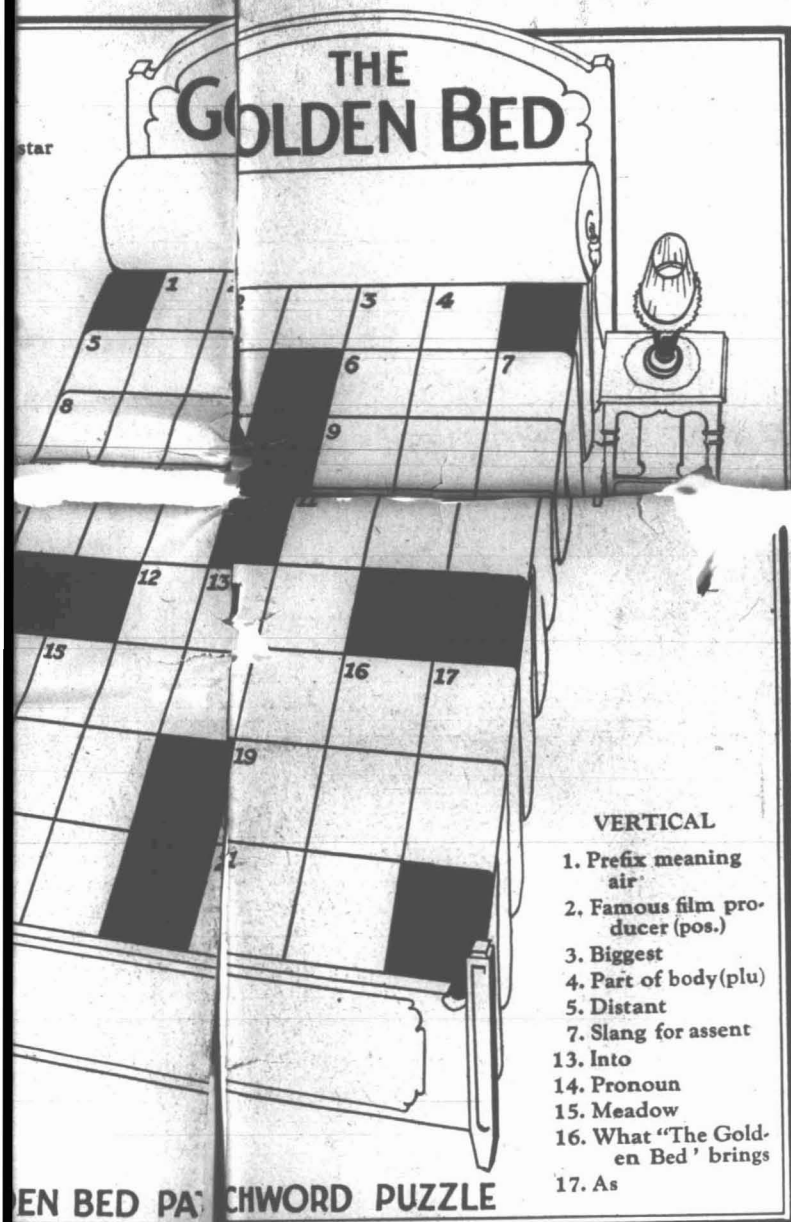
Production, "The Golden Bed"

AIDS TO A GOLDEN HARVEST

Illustrated in this Press Book from your local Paramount Ad Sales Manager.



With Novel Features



VERTICAL

1. Prefix meaning air
2. Famous film producer (pos.)
3. Biggest
4. Part of body (plu)
5. Distant
7. Slang for assent
13. Into
14. Pronoun
15. Meadow
16. What "The Golden Bed" brings
17. As

THE GOLDEN BED CROSSWORD PUZZLE

ADOLPH ZUKOR AND JESSE LASKY PRESENT

B. DEMILLE'S PRODUCTION

"The Golden Bed"

by WALLACE IRWIN
THE PICTORIAL REVIEW
ent Picture

with ROD LA ROCQUE, VERA REYNOLDS
LILLIAN RICH, WARNER BAXTER
THEODORE KOSLOFF, JULIA FAYE

(See Solution to Puzzle on Page 5)

Serial Tie-Up

Paramount will give your local newspaper FREE OF CHARGE, the Wallace Irwin story, "The Golden Bed," in serial form.

In addition they can secure, without charge, mats of special newspaper advertisements to be run as advance announcements.

If your newspaper has not already arranged to secure these, get in touch with the editor at

THEATRE



Service or DeLuxe "Golden Bed" Trailer

Trailers on all Paramount Pictures are distributed by National Screen Service, Inc., with offices at 126 West 46th St., New York City; 845 So. Wabash Ave., Chicago, Ill. and 917 So. Olive St., Los Angeles, Cal. Paramount exchanges at Seattle, Wash.; Charlotte, N. C.; Dallas, Tex.; Oklahoma City, Okla.; and Sioux Falls, S. D., also carry a complete stock of National Screen Service Trailers on Paramount Pictures. If you are served by any of these five exchanges, get your Trailers from the exchange. Otherwise order from the nearest National Screen Service office. In either case you can positively get a Trailer on any Paramount Picture within twenty-four hours of ordering.

Paramount Trailers are in two styles: Regular Service and De Luxe.

Service Trailers

Regular Service Trailers are issued on certain special Paramount productions. They consist of 75 feet of film, including two or three good selling five or six carefully selected punch scenes from the picture. They sell for \$5 during the first four months after release date, with a refund of \$1.50 if returned within two weeks of booking. After four months they sell for \$2.50, with \$1 refund if returned in two weeks. Regular Service Trailers thus cost you \$3.50 or \$1.50 net, depending on when you play the picture.

DeLuxe Trailers

De Luxe Trailers are issued on certain special Paramount productions. They are very elaborate, distinctly quality productions consisting of 200 feet of film, including ten or more art (in many cases animated) selling titles and over 100 feet of punch scenes from the picture. They cost \$12.50, with a \$5 refund if returned within three weeks. De Luxe Trailers thus cost \$7.50 net.

Monthly Service

National Screen Service, Inc., offers a Regular Trailer Service by which you can secure Trailers on the productions of all companies, including Paramount, at the cost of \$25 monthly, no matter how many bookings you have. Monthly customers get De Luxe Trailers at a special price of \$5 net. In addition you get, free of charge, special animated openings and closings with your own theatre name on them. There are several styles of these and they are frequently changed without cost to you. You also get, free of charge, "combination day sets," which are animated titles reading "Monday and Tuesday" or "All Week, Starting Sunday" or any other possible combination. Regular monthly customers just send their bookings in weekly to the nearest National Screen office. The Trailers come in automatically, without further trouble and in ample time.

Animated Titles

National Screen also offers special holiday greetings animated titles for every holiday in the year. These are of three classes, costing \$10, \$6, and \$3, with \$5 extra for superprinting the name of your theatre on them.

Paramount Trailers are prepared by the Paramount production and advertising department in cooperation with National Screen Service, Inc., and distributed exclusively by the latter concern. They are the most valuable kind of advertising you could possibly secure. An exhibitor who is not a Trailer user is overlooking a wonderful bet.

YOU CAN GET A SERVICE OR A DE LUXE TRAILER ON
"THE GOLDEN BED."

The Picture Golden



The story of a man-hunting Southern beauty and the many men she trapped. Filmed with De Mille super-gorgeousness.



"THE GOLDEN BED"

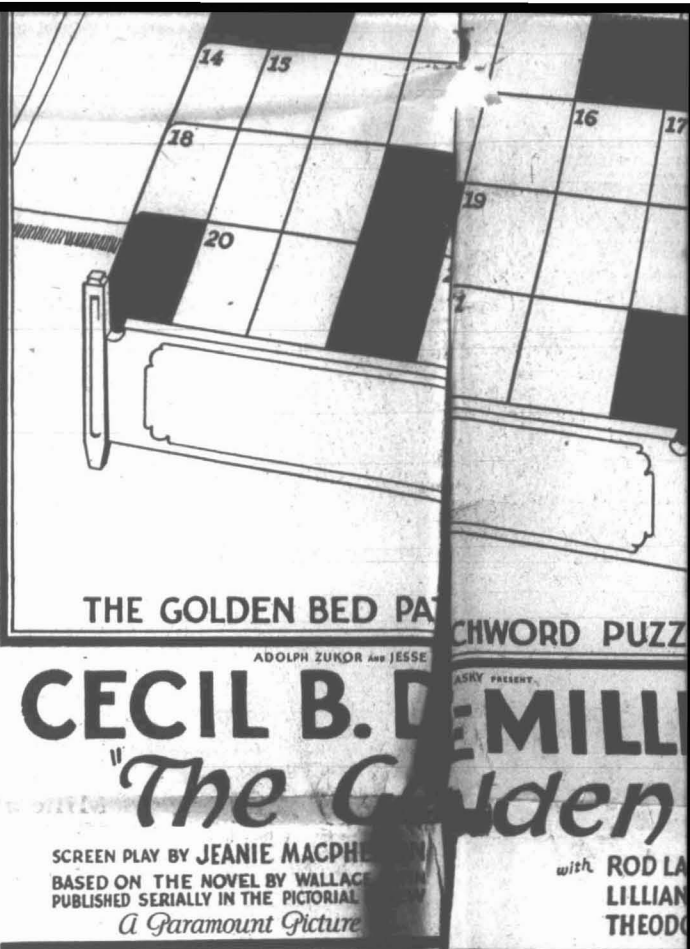
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The cover, illustrated above, actual size, is a gorgeous combination of black and gold with the golden bed and lettering handsomely embossed.

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Back page blank for theatre name, etc.

Only \$5.00 per 1,000. Be sure to see a sample!



THE GOLDEN BED PA

CHWORD PUZZ

ADOLPH ZUKOR and JESSE LASKY PRESENT

CECIL B. DE MILLE'S
"The Golden Bed"

SCREEN PLAY BY JEANIE MACPHERSON
BASED ON THE NOVEL BY WALLACE IRWIN
PUBLISHED SERIALLY IN THE PICTORIAL
A Paramount Picture

with ROD LA
LILLIAN
THEODO

(See solution to Puzzle on Page 5)

Catchlines for Ads or Programs

See the dazzling Candy Ball, the million-
aire wedding, the fight on the Alpine crag,
the newest gowns from Paris, the latest De
Mille triumph—"The Golden Bed."

With characteristic lavishness of gowns,
girls and settings, Cecil B. De Mille has pic-
tured the most startling novel of

The drama of a man who fought his way
to the top in business and lost his hold
through a girl.

One of the ranking "six best sellers" of
the year is now Cecil B. De Mille's lead-
ing superpicture.

A brilliant story of American marriage
produced on a scale as big as the theme.

De Mille has gone the limit in gorgeous
gown display and spectacular scenic back-
ground, and "The Golden Bed" is the last
word in de luxe entertainment.

Beyond a doubt the finest De Mille pic-
ture since "Manslaughter."

The story of a pampered society belle and
the rise and fall of the many men who
fought for her love.

Serial Tie-Up

Paramount will give your local
newspaper FREE OF
CHARGE, the Wallace Irwin
story, "The Golden Bed," in serial
form.

In addition they can secure,
without cost, mats of special
newspaper advertisements to be
run as advance announcements.

If your newspaper has not al-
ready arranged to secure these,
get in touch with the editor at

You will benefit by the public-
ity the story and picture will re-
ceive, and the paper will get the
serial rights to a best-seller abso-
lutely free.

Get in touch with the exploita-
tion man in your territory, or
write to Charles E. McCarthy,
Publicity Manager, Famous
Players-Lasky Corp., 485 Fifth
Avenue, New York City.

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

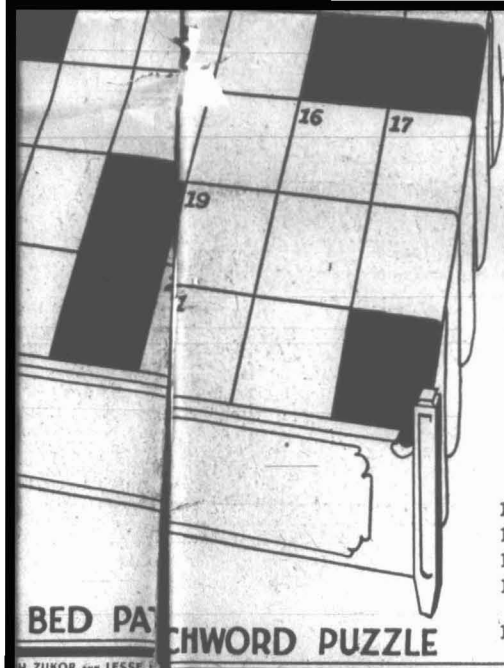
CECIL B.
DE MILLE'S
PRODUCTION



"The Golden Bed"

SCREEN PLAY BY
Jeanie Macpherson

A Paramount Picture



VERTICAL

1. Prefix meaning air
2. Famous film producer (pos.)
3. Biggest
4. Part of body (plu)
5. Distant
7. Slang for assent
13. Into
14. Pronoun
15. Meadow
16. What "The Golden Bed" brings
17. As

BED PATCHWORD PUZZLE

B. DE MILLE'S PRODUCTION

"The Golden Bed"

with **ROD LA ROCQUE, VERA REYNOLDS, LILLIAN RICH, WARNER BAXTER, THEODORE KOSLOFF, JULIA FAYE**

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

JEANIE MACPHERSON WALLACE IRWIN'S FAMOUS NOVEL
STORY BY WALLACE IRWIN
SCREEN PLAY BY JEANIE MACPHERSON
DIRECTED BY WALLACE IRWIN
A Paramount Picture

(See Solution to Puzzle on Page 5)

Serial Tie-Up

Paramount will give your local newspaper the FREE OF CHARGE, the story, "The Golden Bed," in serial form.

In addition, they can secure, without cost, mats of special newspaper advertisements to be used in advance of the announcements.

If your newspaper has not already arranged to secure these, get in touch with the editor at once.

You will benefit by the publicity, and the picture will receive, and the newspaper will get the serial rights to a best-seller absolutely free.

Get in touch with the exploitation man in your territory, or write to Charles E. McCarthy, Publicity Manager, Famous Players-Lasky Corp., 485 Fifth Avenue, New York City.

Screen Play by Jeanie Macpherson
A Paramount Picture

De Luxe Trailers are issued on certain special Paramount productions. They are very elaborate, distinctly quality productions consisting of 200 feet of film, including ten or more art (in many cases animated) selling titles and over 100 feet of punch scenes from the picture. They cost \$12.50, with a \$5 refund if returned within three weeks. De Luxe Trailers thus cost you \$3.50 or \$1.50 net, depending on when you play the picture.

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YOU CAN GET A SERVICE OR A DE LUXE TRAILER ON
"THE GOLDEN BED."

THEATRE



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

CECIL B. DE MILLE'S

Production

"The Golden Bed"

A Paramount Picture



A LUXURIOUS De Mille production of Wallace Irwin's famous novel. Screen play by Jeanie Macpherson, author of "The Ten Commandments." With Rod La Rocque, Vera Reynolds, Lillian Rich, Warner Baxter, Theodore Kosloff, Julia Faye.

The Picture Golden



The story of a man-hunting Southern beauty and the many men she trapped. Filmed with De Mille super-gorgeousness.

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

CECIL B. DE MILLE'S

PRODUCTION

"The Golden Bed"

SCREEN PLAY BY
JEANIE MACPHERSON

A
Paramount
Picture

With Rod La Rocque, Vera Reynolds, Lillian Rich, Warner Baxter, Theodore Kosloff, Julia Faye

"Best-Seller" Marriage Novel De I

"STORY OF AMERICAN IDEALS AND DREAMS"

Synopsis Story

SO IS "The Golden Bed" described by Charles Hanson Towne in the International Book Review.

The novel by Wallace Irwin, which also appeared as a serial in Pictorial Review under the title, "Tomorrow's Bread," has been picturized by Cecil B. De Mille for Paramount as a big special production.

The story is one of modern marriage and success. Featured in the principal roles of the picture are Rod La Rocque, Vera Reynolds, Lillian Rich, Warner Baxter, Theodore Kosloff and Julia Faye. Jeanie Macpherson, author of "The Ten Commandments," adapted the story for the screen.

Admah Holtz, "poor white trash," born in a shanty, rises to fortune through hard work and finds his life very much entangled with two girls of the House of Peake, an aristocratic family believes



Rod La Rocque and Vera Reynolds in Cecil B. De Mille's Production "The Golden Bed" A Paramount Picture

subst.

work and money.

Back home from Europe where her husband had fallen to his death in the Alps, Flora Lee Peake, one of the aristocrats, seeks luxury as the wife of the rising "Candy" Holtz, although she laughs at his commonness behind his back.

On the third side of an interesting triangle is the plainer sister, Margaret, at first equally arrogant, but stiffened in character by poverty, who wages a battle of wits with Flora Lee over the infatuated Admah.

A gorgeous wedding with the "De Mille touch," thrill scenes among Alpine glaciers, a startlingly colorful "candy ball" and other typical De Mille sets form an ideal background for this story of a man ruined by the extravagance of one sister and regenerated by another.

Rod La Rocque stretches out his already long list of successes as Admah. Lillian Rich, the new De Mille "find," is Flora Lee and Vera Reynolds has the role of Margaret Peake.

Other big names in the cast of "The Golden Bed" are a days' run on at Theatre, are Henry Walthall, Robert Edeson and Charles Clary.

"Candy Ball" Spectacular Scene in Paramount's "The Golden Bed"

Candy chairs, human chocolate drops and peppermint sticks, candy stickpins—candy, candy, hundreds of pounds of it in decoration to make a setting for a ball in which the hero, risen to wealth, is dashed to ruin—such is the striking "spectacle" of Cecil B. De Mille's new Paramount picture, "The Golden Bed," which opens at the on

Always Cecil B. De Mille presents to the public something to catch the eye, an opening of the Red Sea in "The Ten Commandments," a cutback to Rome and its orgies in "Manslaughter," a glimpse of the hereafter in "Feet of Clay." And always this spectacle is worked so completely into the dramatic framework of the story that the colorful, eye-catching episodes serve to drive home and amplify the power of the simple, central dramatic point.

In the case of "The Golden Bed," screenplay by Jeanie Macpherson from Wallace Irwin's novel, this unusual "candy ball," comparable in its size and magnificence to the Cinderella "plate glass" ball in "Forbidden Fruit," marks the climax of the affair between Admah Holtz, "poor white trash" risen to wealth, and proud Flora Lee Peake, who despises him but loves his money. Rod La Rocque is Admah and Lillian Rich, De Mille's new "find," plays Flora Lee. Others featured in leading roles are Vera Reynolds, Warner Baxter, Theodore Kosloff and Julia Faye.

Lillian Rich, New De Mille "Find" Makes Debut in "Golden Bed" Film

The Story of Two Women—One a Golden Hearts for the Fascination of the Game pathy—and What They Did for a Se

These scene cuts make catchy ads also. Just add copy and border. They're all 55-screen and print perfectly. See price list on

this Press Sheet.



Rod La Rocque, Lillian Rich and Theodore Kosloff in Cecil B. De Mille's Production "The Golden Bed" Three-column Production Mat 3P

Advance Publicity Stories, Press

"Golden Bed" Fine De Mille Social Satire

Wallace Irwin Novel Big Paramount Picture

WHAT happens to people when they step on acknowledged laws, demonstrated from the masculine side by Rod La Rocque in "The Ten Commandments," now has its feminine explanation in Cecil B. De Mille's newest Paramount picture, "The Golden Bed," screen play by Jeanie Macpherson from Wallace Irwin's novel which also ran serially in Pictorial Review magazine.

As Flora Lee Peake of "The Golden Bed," Lillian Rich, the newest De Mille "find," surges tempestuously through love affairs with four men, a brilliant, flirtatious blonde meteor, saturated with family pride—and totally heedless of those fundamentals which keep less comely individuals from eventual disaster.

Flora Lee Peake and Rod La Rocque as Admah Holtz, "poor white trash," risen to wealth, and Vera Reynolds, younger daughter of the aristocratic house of Peake, have the principal roles in this colorful De Mille social satire. Others featured in the all-star cast are Warner Baxter, Theodore Kosloff and Julia Faye. Playing in support are Henry Walthall, Robert Edeson, Robert Cain, Jacqueline Welis, Mary Jane Irving, Don Marion and Charles Clary.

Quite a line-up!

"The Golden Bed" will be shown next at the Theatre to remain for days.

"Golden Bed" DeMille's Latest for Paramount

That women, crazed for social position, will sometimes drag their husbands right into financial disaster, is a point brought out by Cecil B. De Mille in his newest production for Paramount, "The Golden Bed,"

Peppy Reviews for the Papers

"The Golden Bed"

THE Cecil B. De Mille production, "The Golden Bed," a Paramount picture, adapted by Jeanie Macpherson from the novel of the same name by Wallace Irwin, is the feature at the Theatre all this week.

In the picture we have a decaying family whose one asset is their very beautiful daughter, Flora Lee, played by Lillian Rich, a new De Mille "find." There is a Cinderella sister (Vera Reynolds) who is always shoved into the background to give Flora Lee every advantage.

La Rocque has the role of a young man who runs a candy store in the village. He adores the beauty. She treats him as so much dirt under her feet. His business expands. He becomes King of a chain of candy stores.

At once he is the prey of the family, Flora Lee is groomed for him. As the children have grown up, Margaret (Miss Reynolds) has fallen very much in love with Admah Holtz, the part played by La Rocque. She fights for her love and loses.

All through the picture there is the symbol of the golden bed—luxury. The man is wrecked, his life made a ruin. Flora Lee dies and we have the struggle back to regeneration and real love by Admah and Margaret.

The trio of players mentioned above appear in featured roles in the cast of "The Golden Bed" along with Warner Baxter, Theodore Kosloff and Julia Faye.

Robert Edeson, Henry Walthall, and Robert Cain are but a few of the big names playing in support.

(Review No. 2)

"The Golden Bed" now at the Theatre is a story of two girls, a pampered belle and her resourceful sister—and what they do for a self-made millionaire an all too human combina

Fashion

Good-bye to Farrowell the Reenter in ac the feminine for five ye

JUST what a little the styles That is De Mille his word.

"It was bound those neww the Golde shown a the.... "No could long

banished individ h charm e or less

"For and won have the same felt hat, the sam an extre and spider

"We al to a mo to be a woman, v slouch."

"The Golden Bed" of the fl can tel ding," go for the he nine

Lillian Rich ar red in th so featur Rod La Rocque, Theodore Kosloff

The picture is Jeanie Macpherso win's novel and Pi rs in the support at Henry Walthall a

who turn d her b he was p or, only she lov gives ns Adm he girl while l

Cecil De Mille De Luxe De Mille Production

— One a Golden Tigress Tearing Out Men's
tion of the Game, the Other All Sym-
They Did for a Self-Made Millionaire



Lillian Rich and Theodore Kosloff in
Production "The Golden Bed" A Paramount Picture
Three-column Production Mat 3P

Your newspaper will be glad to get these and other scene cuts on this picture. They may also be used to illustrate the press stories

as shown on this Page.

"GOLDEN BED" HAS BIG ALL-STAR CAST

FANS have become so used to hearing about so called "all-star" casts in pictures that they are apt to pass up the real thing when it comes along. Cecil B. De Mille's newest production for Paramount, "The Golden Bed," coming to the Theatre next, is a picture with an all-star cast if there ever was one.

Featured in the principal roles of the production, which was adapted by Jeanie Macpherson from Wallace Irwin's novel and Pictorial Review serial, are Rod La Rocque, Vera Reynolds, Lillian Rich, Warner Baxter, Theodore Kosloff and Julia Faye.



Rod La Rocque in
Cecil B. De Mille's Production
"The Golden Bed" A Paramount Picture
Production Mat 1PB

La Rocque's role in "The Golden Bed" is a composite of the thousands of "nobodies" who rise to wealth each year through sheer power of will and hard work.

Lillian Rich, De Mille's new "find," has a part described by several book reviewers as the "greatest fiction of the year."

she has an role, highly dramatic and well set off by Vera Reynolds as her plainer sister, Margaret. Miss Reynolds is said to have an acting chance even better

than that in "Feet of Clay."

Baxter, Kosloff and Miss Faye all have strong characterizations.

Playing in support of the featured players is a cast of equally prominent names. Henry Walthall, one of the real veterans of the screen, is cast as a southern gentleman, a sort of twentieth century version of his Colonel character in "The Birth of a Nation." Others prominent on both stage and screen are Robert Cain, Robert Edeson, Charles Clary and three unusually clever children. Jacqueline Wells, Mary Jane Irving and Don Marion.

A spectacular "candy ball," gorgeous wedding scene, Alpine episode and other big features are linked together with a strongly dramatic story which shows how one woman can cause the downfall; another make, a man.

"The Golden Bed" is a thoroughly human story in which De Mille has cleverly combined comedy and drama.

Real Thrills in Alpine Scenes of De Mille's "The Golden Bed"

Four ants crawling on a huge river of ice. Closeup, two men bickering as to who shall get a snow-flower at the edge of a half-mile deep crevasse. A guide and a woman watching. Hot words born of jealousy, a guide rope severed, two men falling.

Sketched in a few words, this scene of drama and thrills finds itself amplified on the screen in Cecil B. De Mille's new Paramount picture, "The Golden Bed." Taken on the largest glacier in America, the famous Nisqually on Mt. Rainier, this thrill sequence of Jeanie Macpherson's screen play represents a new record in directorial daring to get screen scenes. Newspapers everywhere carried stories of the blizzard which menaced the lives of every one of those who worked in this series, just one dramatic point in Cecil B. De Mille's latest production of gowns and gorgeousness, another feature of which is a novel, striking "candy ball."

"The Golden Bed," adapted from Wallace Irwin's best-seller and Pictorial Review serial, is a fine social satire.

Featured in the principal roles are Rod La Rocque, Vera Reynolds, Lillian Rich, Warner Baxter, Theodore Kosloff and Julia Faye. Playing in support are among others, are Henry Walthall, Robert Edeson and Robert Cain.

The picture opens a days' run at the on next.

'Member?

'Member "Little Willie" in "East Lynne," the young che-ild concerning whose fate many hundreds of thousands of tears were shed during the forty year run of the famous melodramatic classic?

Yep—that's how Rod La Rocque got his start in "dramah"—at the age of seven. Today La Rocque is one of the most popular leading men on the screen. His latest screen work being the Cecil B. De Mille production, "The Golden Bed," which

Stories, Press Reviews, Shorts

views e Papers

en Bed"

Mille production, "The Golden Bed," a Paramount picture, adapted by Jeanie Macpherson from the novel of the same name by Wallace Irwin, is the feature at all this week.

It has a decaying asset is their very beauty. Flora Lee, played by a new De Mille heroine, a Cinderella sister, who is always background to give advantage.

the role of a candy store adores the beauty. too much dirt under the rug expands. He a chain of candy

prey of the fam-groomed for him. have grown up. ynolds) has fallen with Admah Holtz, La Rocque. She and loses.

picture there is the golden bed— is wrecked, his Flora Lee dies struggle back to real love by Admah

players mentioned atured roles in the "Golden Bed" along with Theodore Kosloff

Henry Walthall, re but a few of the in support.

No. 2)

"The Golden Bed" now at the theatre is a story of a beautiful belle and her— and what the

Fashion Note

Good-bye to boyish lines! Good-bye the flapper. Enter in-acclaimed state the feminine form divine, for five years banished to exile.

JUST a little advance dope on the styles will be next season. That is, if we are to take De Mille, Paramount producer, at his word.

"It was bound to come," says De Mille, whose newest Paramount picture, "The Golden Bed," will be shown at the Theatre on "No one believed that it could long hold a style which women of individuality, which did banish charm and placed all women or less in one class.

the past five years all girls have looked alike with and worn the same loose top the same curveless frock. coat and an extreme, just as were This was spider waists.

"We are headed back to normal—the which permits a woman to be a slouch."

"The Golden Bed" illustrates the of the flapper" better than any word can tell. Its typical "dealing," gorgeous gowns, are for the eyes of every woman the nine or ninety.

Lillian Rich and Vera Reynolds are featured in the cast are others all Rocque, Warner Baxter, Theodore Kosloff and Julia Faye.

The picture is an adaptation by Jeanie Macpherson of Wallace Irwin's novel and Pictorial Review serial. In the strong cast playing in support are Robert Edeson, Henry Walthall and Robert Cain.

and her back on him when who turn, only to realize that it he was not she loves but his money. is not gives a big candy ball as Admah. He goes to the girl goes off with an— Margaret breaks up

De Mille Films Irwin's Novel, "Golden Bed"

Paramount Production Due at the Rialto

THE Paramount picture, "The Golden Bed," produced by Cecil B. De Mille from Jeanie Macpherson's screen play of Wallace Irwin's novel, of the same name, which also ran as a serial in Pictorial Review magazine under the title "Tomorrow's Bread," comes to the Theatre on to remain for the rest of the week.

Rod La Rocque, Vera Reynolds, Lillian Rich, Warner Baxter, Theodore Kosloff and Julia Faye are featured in the principal roles of the production which is a story of success and modern marriage.

De Mille has infested this production with scenes that rival for beauty anything that has ever been seen in pictures before. Some say he has gone so far as to outdo his Roman bacchanal episode of "Man-slaughter," and everyone remembers what that was.

The cast selected to support the principals is more than up to the usual De Mille high standard. In fact, there never has been a cast quite like this one. Henry Walthall, Robert Edeson and Robert Cain are among the more prominent. Others are Charles Clary, Jacqueline Wells, Mary Jane Irving and Don Marion, the last three in juvenile roles.

Here's a story that gave the famous Paramount producer a chance for some real "smash" scenes. Early reports have it that "The Golden Bed" fairly out De Mille's De Mille!

Be all set for something different in the line of entertainment when you start out for this one!

Henry Walthall in "The Golden Bed"—Paramount

It's too bad for the "sob sisters"—but no one will ever get a story

Europe where her husband had fallen to his death in the Alps, Flora Lee Peake, one of the aristocrats, seeks luxury as the wife of the rising "Candy" Holtz, although she laughs at his commonness behind his back.

On the third side of an interesting triangle is the plainer sister, Margaret, at first equally arrogant, but stiffened in character by poverty, who wages a battle of wits with Flora Lee over the infatuated Admah.

A gorgeous wedding with the "De Mille touch," thrill scenes among Alpine glaciers, a startlingly colorful "candy ball" and other typical De Mille sets form an ideal background for this story of a man ruined by the extravagance of one sister and regenerated by another.

Rod La Rocque stretches out his already long list of successes as Admah. Lillian Rich, the new De Mille "find," is Flora Lee and Vera Reynolds has the role of Margaret Peake.

Other big names in the cast of "The Golden Bed" are a days' run on at the Theatre, are Henry Walthall, Robert Edeson and Charles Clary.

"Candy Ball" Spectacular Scene in Paramount's "The Golden Bed"

Candy chairs, human chocolate drops and peppermint sticks, candy stickpins—candy, candy, hundreds of pounds of it in decoration to make a setting for a ball in which the hero, risen to wealth, is dashed to ruin—such is the striking "spectacle" of Cecil B. De Mille's new Paramount picture, "The Golden Bed," which opens at the on

Always Cecil B. De Mille presents to the public something to catch the eye, an opening of the Red Sea in "The Ten Commandments," a cutback to Rome and its orgies in "Manslaughter," a glimpse of the hereafter in "Feet of Clay." And always this spectacle is worked so completely into the dramatic framework of the story that the colorful, eye-catching episodes serve to drive home and amplify the power of the simple, central dramatic point.

In the case of "The Golden Bed," screenplay by Jeanie Macpherson from Wallace Irwin's novel, this unusual "candy ball," comparable in its size and magnificence to the Cinderella "plate glass" ball in "Forbidden Fruit," marks the climax of the affair between Admah Holtz, "poor white trash" risen to wealth, and proud Flora Lee Peake, who despises him but loves his money. Rod La Rocque is Admah and Lillian Rich, De Mille's new "find," plays Flora Lee. Others featured in leading roles are Vera Reynolds, Warner Baxter, Theodore Kosloff and Julia Faye.

Lillian Rich, New De Mille "Find" Makes Debut in "Golden Bed" Film

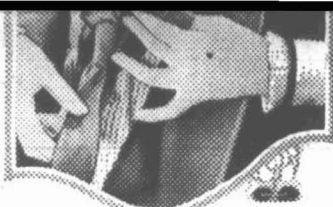
Rumors that Cecil B. De Mille is grooming another Gloria Swanson have been coming out of Hollywood

mount production, "The Golden Bed," which will be the feature next at the Theatre. De Mille gave screen tests to forty of Hollywood's most famous beauties before he selected Miss Rich, and then changed her from a brunette to a blonde before acceptance.

Commenting upon the change, De Mille said, "I am quite aware that Miss Rich has scored past successes as a brunette, but when I tested her as a blonde for my picture, I found she fitted into her work with a new deftness, that her natural interpretative qualities were greatly enhanced when the 'frame' was changed."

In "The Golden Bed," adapted by Jeanie Macpherson from the immensely popular novel of the same name by Wallace Irwin, Lillian Rich has perhaps one of the most famous characterizations recent literature has developed. Book reviewers have called Irwin's Flora Lee Peake, "one of the most interesting young ladies to peep from book covers in several years."

Featured with Miss Rich in this story of decaying aristocracy in America are Rod La Rocque, Vera Reynolds, Warner Baxter, Theodore Kosloff and Julia Faye.



Rod La Rocque and Vera Reynolds in Cecil B. DeMille's Production "The Golden Bed" A Paramount Picture

Production Mat IPA

Sheet.

Rod La Rocque, Lillian Rich and Vera Reynolds in Cecil B. DeMille's Production "The Golden Bed" Three-column Production Mat 3P

Advance Publicity Stories, Press

"Golden Bed" Fine De Mille Social Satire

Wallace Irwin Novel Big Paramount Picture

WHAT happens to people when they step on acknowledged laws, demonstrated from the masculine side by Rod La Rocque in "The Ten Commandments," now has its feminine explanation in Cecil B. De Mille's newest Paramount picture, "The Golden Bed," screen play by Jeanie Macpherson from Wallace Irwin's novel which also ran serially in Pictorial Review magazine.

As Flora Lee Peake of "The Golden Bed," Lillian Rich, the newest De Mille "find," surges tempestuously through love affairs with four men, a brilliant, flirtatious blonde meteor, saturated with family pride—and totally heedless of those fundamentals which keep less comelike individuals from eventual disaster.

Flora Lee Peake and Rod La Rocque as Admah Holtz, "poor white trash," risen to wealth, and Vera Reynolds, younger daughter of the aristocratic house of Peake, have the principal roles in this colorful De Mille social satire. Others featured in the all-star cast are Warner Baxter, Theodore Kosloff and Julia Faye. Playing in support are Henry Walthall, Robert Edeson, Robert Cain, Jacqueline Welis, Mary Jane Irving, Don Marion and Charles Clary.

Quite a line-up! "The Golden Bed" will be shown next at the Theatre to remain for days.

"Golden Bed" DeMille's Latest for Paramount

That women, crazed for social position, will sometimes drag their husbands right into financial disaster, is a point brought out by Cecil B. De Mille in his newest production for Paramount, "The Golden Bed," which will be shown next at the Theatre.

Lillian Rich, the latest screen "discovery" to make a bid for stellar honors under De Mille, and Vera Reynolds whom that director brought into prominence in "Feet of Clay," play out a verbal duel, wage a battle of wits for social mastery. For once the men in the families are mere pawns in the game.

"The Golden Bed" was written for the screen by Jeanie Macpherson from the novel of the same name by Wallace Irwin. Rod La Rocque has the leading man's role in the production. We first find him a struggling young candy maker who, by dint of hard work, becomes the owner of a large chain of stores.

Flora Lee Peake (Lillian Rich), hope of a poor but proud family who before young Holtz, played by La Rocque, had made his money wouldn't have anything to do with him, now sees a way to retrieve the family fortune—become Mrs. Holtz. The other sister (Vera Reynolds), however, has been in love with Holtz from the very beginning and it is when she sees the possibility of losing him that the fun begins.

De Mille has made a picture of this Irwin novel that is going to prove more popular than anything he has ever attempted before, excepting, of course, "The Ten Commandments."

The three aforementioned players all have featured roles in the cast of the picture as have Warner Baxter, Theodore Kosloff and Julia Faye.

Robert Edeson, Henry Walthall, and Robert Cain are but a few of the popular players in the supporting cast.

Here's a picture that affords De Mille every opportunity for beautiful women, spectacular scenes, gorgeous gowns and all the rest.

Here's a real picture!

Peppy Reviews for the Papers

"The Golden Bed"

THE Cecil B. De Mille production, "The Golden Bed," a Paramount picture, adapted by Jeanie Macpherson from the novel of the same name by Wallace Irwin, is the feature at the Theatre all this week.

In the picture we have a decaying family whose one asset is their very beautiful daughter, Flora Lee, played by Lillian Rich, a new De Mille "find." There is a Cinderella sister (Vera Reynolds) who is always shoved into the background to give Flora Lee every advantage.

La Rocque has the role of a young man who runs a candy store in the village. He adores the beauty. She treats him as so much dirt under her feet. His business expands. He becomes King of a chain of candy stores.

At once he is the prey of the family, Flora Lee is groomed for him. As the children have grown up, Margaret (Miss Reynolds) has fallen very much in love with Admah Holtz, the part played by La Rocque. She fights for her love and loses.

All through the picture there is the symbol of the golden bed—luxury. The man is wrecked, his life made a ruin. Flora Lee dies and we have the struggle back to regeneration and real love by Admah and Margaret.

The trio of players mentioned above appear in featured roles in the cast of "The Golden Bed" along with Warner Baxter, Theodore Kosloff and Julia Faye.

Robert Edeson, Henry Walthall, and Robert Cain are but a few of the big names playing in support.

(Review No. 2)

"The Golden Bed" now at the Theatre is a story of two girls, a pampered belle and her resourceful sister—and what they do for a self-made millionaire—an all too human combats strength and weakness.

The picture is Cecil B. De Mille's latest production for Paramount which was adapted by Jeanie Macpherson, author of "The Ten Commandments," from Wallace Irwin's novel and Pictorial Review serial.

The book was hailed by critics and public alike as "the most searching novel of marriage ever written. Its pages glow with life and love."

And what a picture De Mille has made of it!

Flora Lee, selfish young daughter of the aristocratic family of Peake, and her younger though far more sensible sister Margaret, are both in love with Admah Holtz, rising young candy manufacturer who is long on money but shy on culture.

Holtz marries Flora Lee, the girl

Fashion

Good-bye to the fashions of the past! Enter in accordance with the feminine for five years to exile.

JUST what a little a son, girls the styles, Cecil B. De Mille, ducer, at De Mille, "It was his word. Mille, was bound to ture, "Those newest shown the Golden

banished could long away with individual men more charm a "For e or less and won't he past fi the same en have i coat and felt hat, t This was the same bustles an extre

"We and spider to a move headed to be a e which debutant woman, w "The clouch."

"passing golden Be any word of the fla Mille wees can tell real feasting," go man be ss for the

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who turn he was p her b is not or, only she love gives ns Adm he girl while M

turns, hal house of eake, ne ment. Th are she bed while Marga Holtz go in to each

"The Golden Be unusually human have watched h bodies" rise to position over thos marvelous family with all ne necessity

Rod La Rocque and Lillian Rich i roles in the produc ured are Warner Kosloff and Julia

There's a great support.



Colored Lobby Card (22" x 28" A)



Vera Reynolds and Lillian Rich in Cecil B. DeMille's "The Golden Bed" A Paramount Picture

Two-column Production Mat 2P

Colored Lobby Card (22" x 28" B)



Cecil B. DeMille's Production "PARAMOUNT PAPER THAT P

"If It's Worth Running, It's Worth

It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!

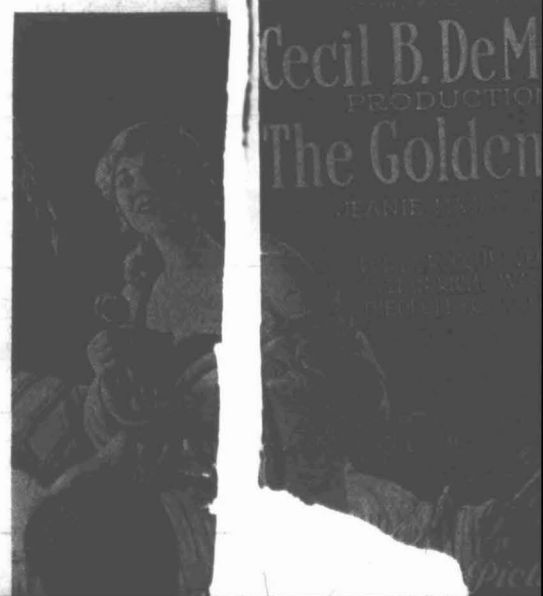
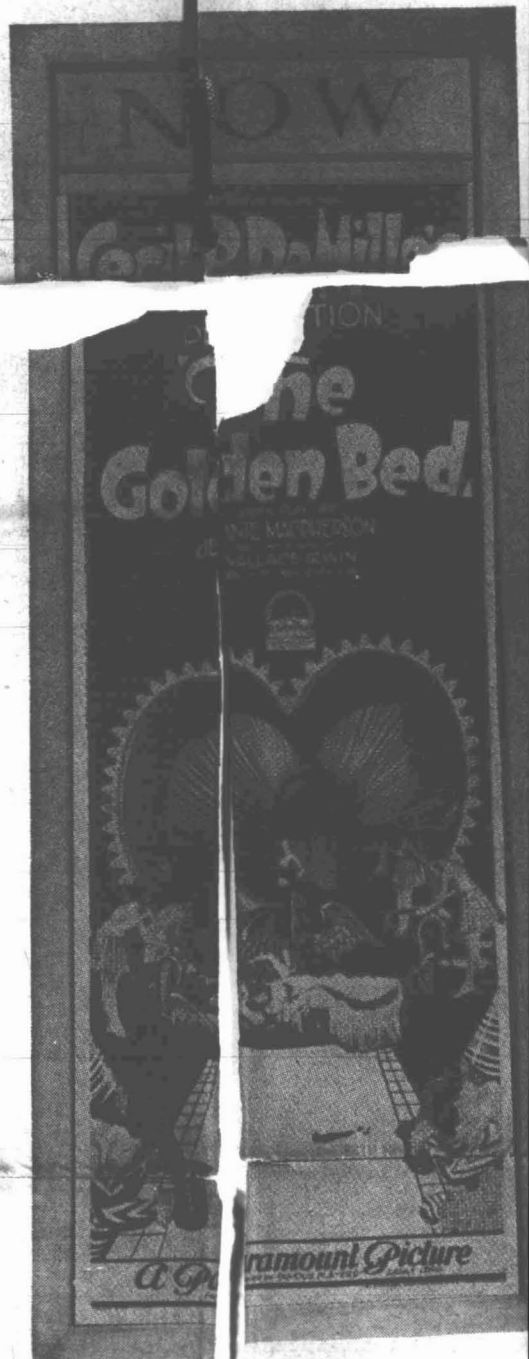


Four-page Roto Magazine

This is the day of the showman, and here's something that every showman will grab! A four-page roto section, magazine size, with everything possible in it to sell "The Golden Bed" to the public!

Let them get one flash of the cover illustrated above, the inside pages, packed with illustrations and expert talk, and the intimate studies of the players on the back page, and your tickets are as good as sold.

Ask your local Ad Sales Manager about the tie-up possibilities of the back page.



Production "The Golden Bed"

FOR THAT PACKS THE PUNCH

h Running, It's Worth Advertising"



It's Colored INSERT CARD

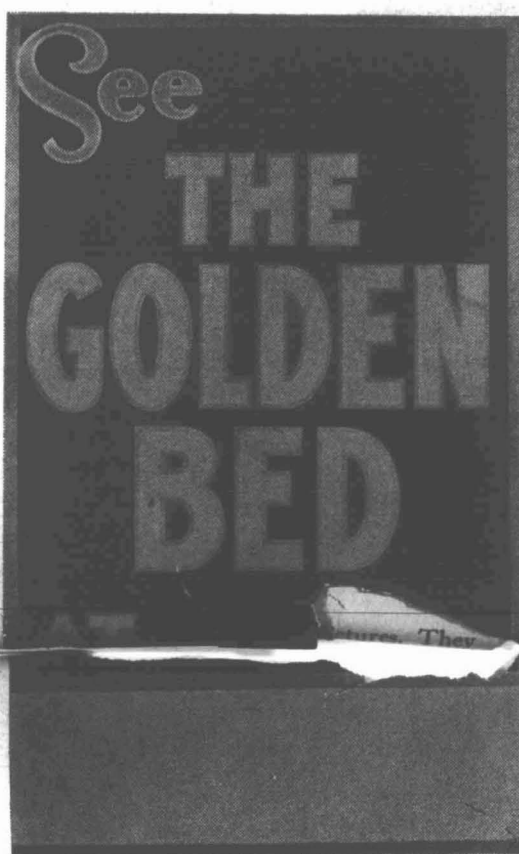
rt cards are the handy men
the poster family—you'll
a dozen different uses
them. And they're cheap!



Announcement Slide

Extra Material

Note the full line of adver-
tising material on this produc-
tion. Roto magazine, special
herald, two styles of supple-
mentary ads, midget cuts, win-
dow card, and regular line of
paper. Showmen will clean up!



Teaser Window Card

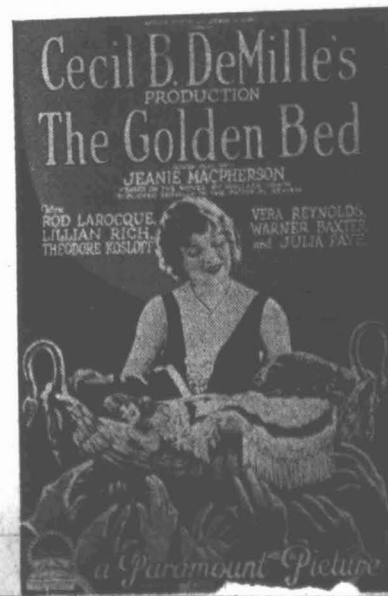
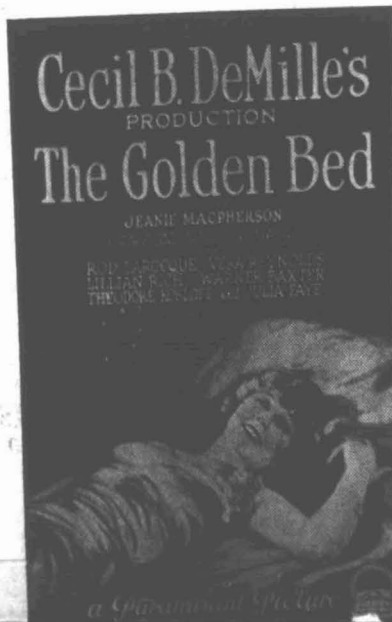
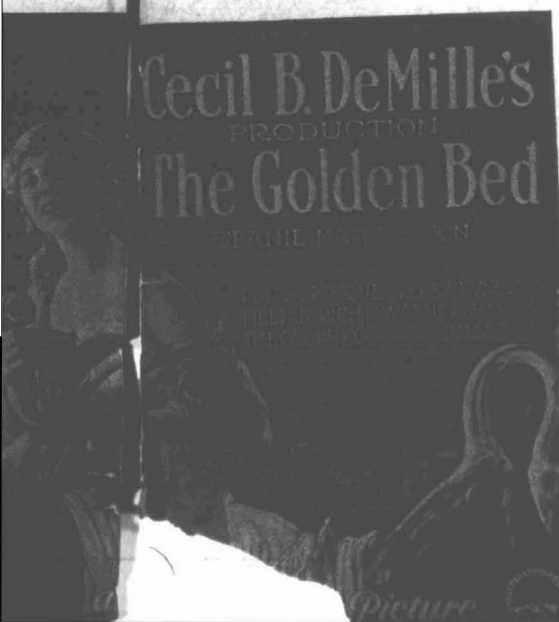
Price List for Advertising Material

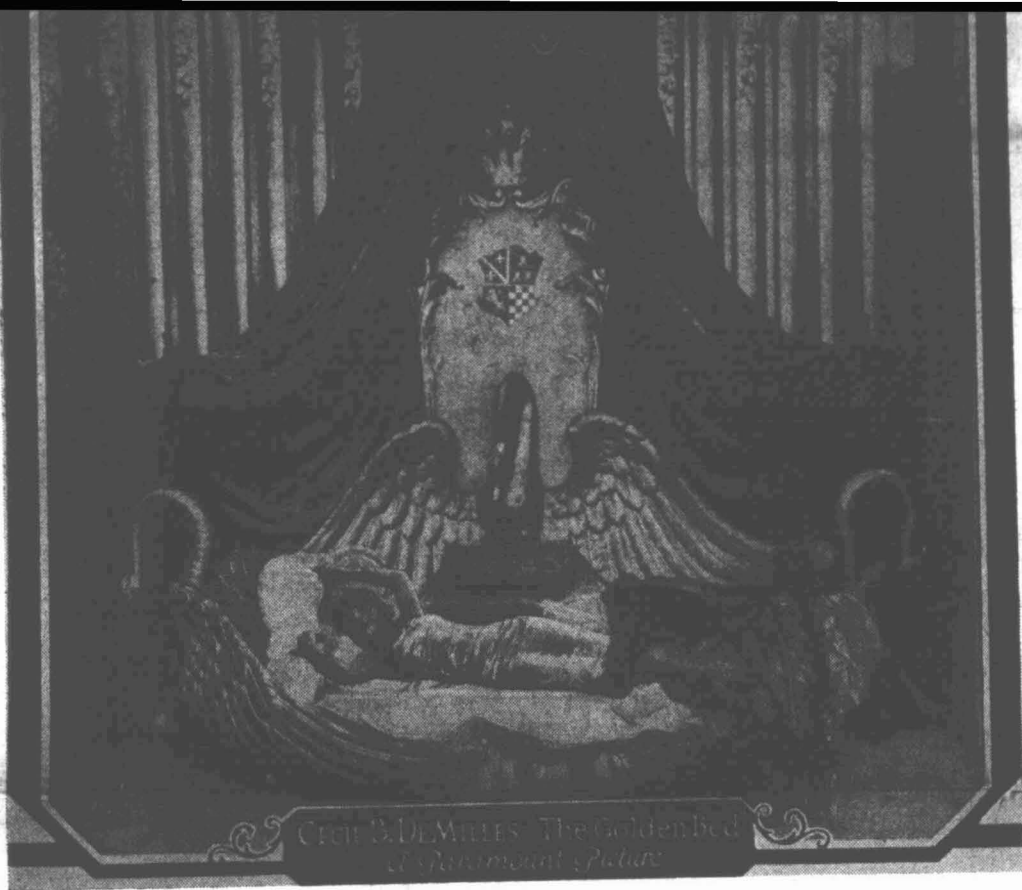
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what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted
below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		
One Sheet (1A and 1B)	\$.15
Three Sheet (3A and 3B)45
Six Sheet (6A)75
Twenty-four Sheet (24A)	2.40
PHOTOS FOR YOUR LOBBY		
22 x 28 (Colored)40
11 x 14 Set of Eight (Colored)60
For Newspaper Ads		
ADVERTISING CUTS		
One Column35
Two Column65
Supplementary (Two Column)25
Midgets (each)15
MATS, ADVERTISING, PRODUCTION, ETC.		
One Column05
Two Column10
Supplementary (Two Column) (Adv. Only)10
Three Column15
Four Column (Adv. Only)25
Seven Column (Full Page)50
FOR GENERAL EXPLOITATION		
GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
Insert Cards (14 x 36 in. to fit above)25
22 x 28 Gilt Frames	1.50
Four-Page DeLuxe Herald, per 1,000	5.00
Rotogravure Magazine, per thousand	7.50
Window Card05
Announcement Slide	
Publicity Photos, Each	
Trailers—National Screen Service		
126 W. 46th St., New York City		
845 So. Wabash Ave., Chicago, Ill.		
917 So. Olive St., Los Angeles, Cal.		

Press Books and Music Cues are gratis.





Cecil B. DeMille's The Golden Bed
A Paramount Picture

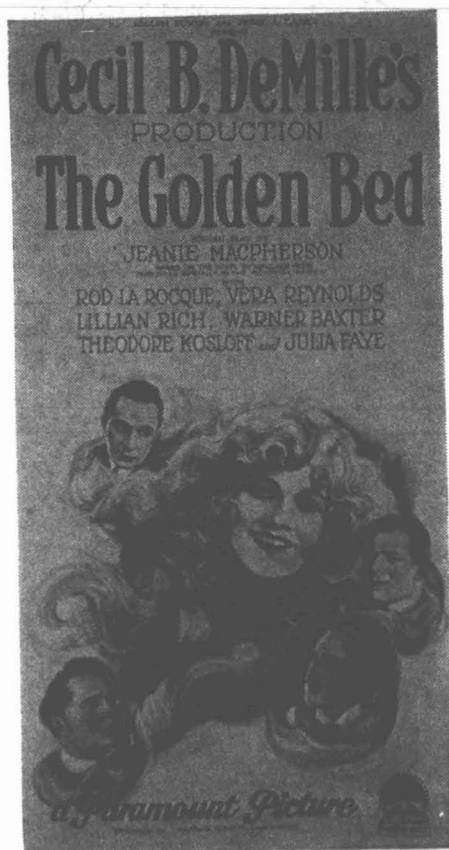
Four-page Roto Magazine

This is the day of the showman, and here's something that every showman will grab! A four-page roto section, magazine size, with everything possible in it to sell "The Golden Bed" to the public!

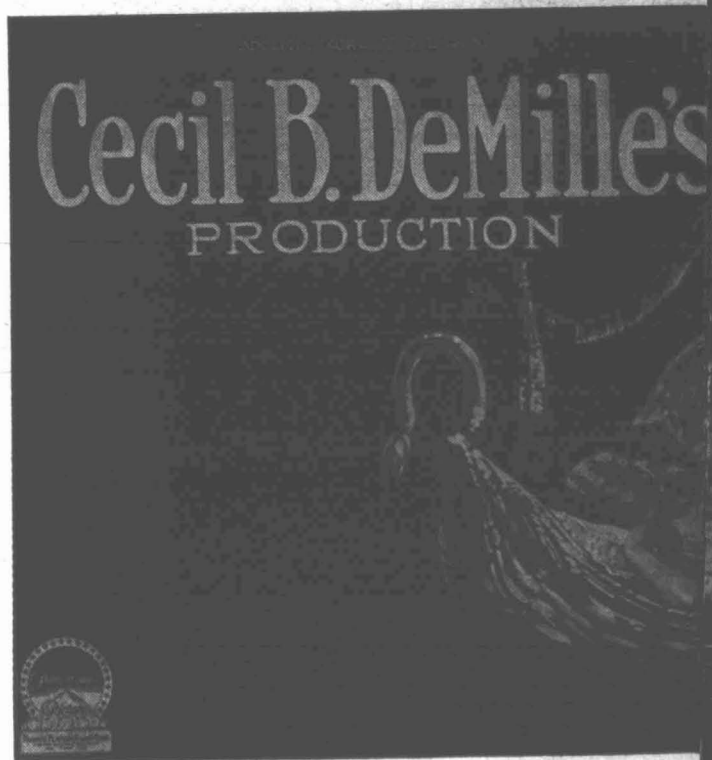
Let them get one flash of the cover illustrated above, the inside pages, packed with illustrations and expert talk, and the intimate studies of the players on the back page, and your tickets are as good as sold.

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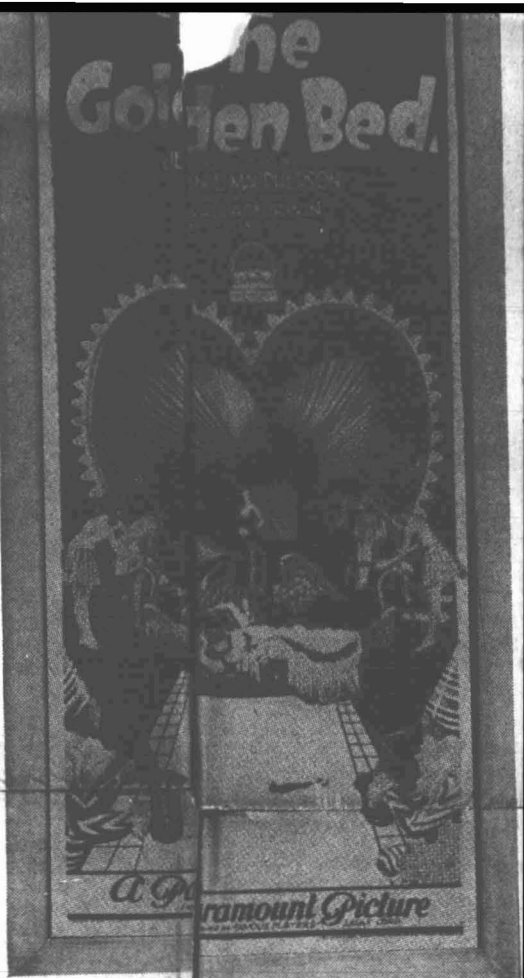
Only \$7.50 per 1,000. See samples at your local exchange.



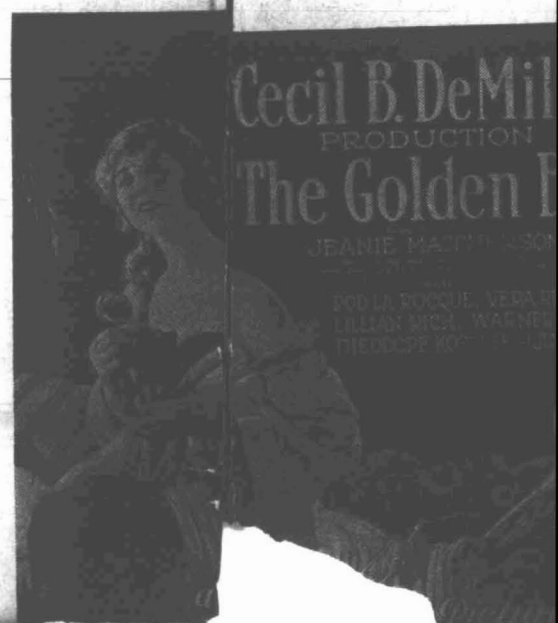
Three Sheet Poster 3A

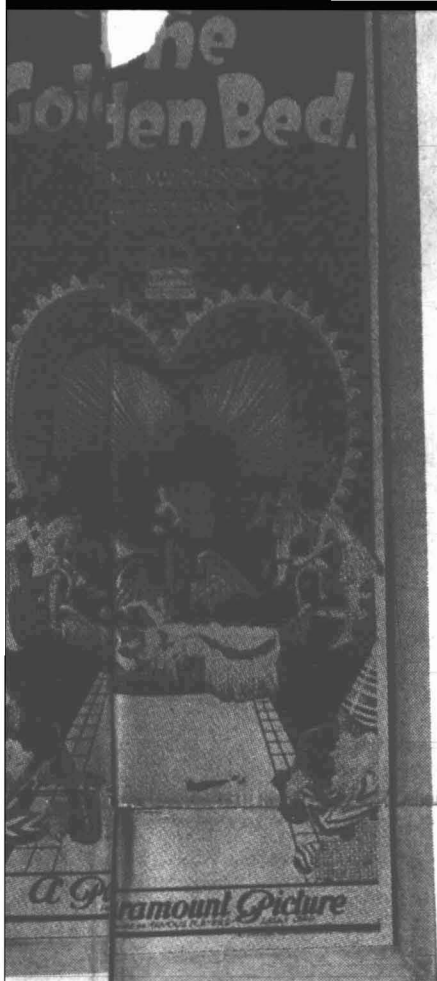


Twenty-four Sheet Poster 24A



Six Sheet Poster 6A





tion. Roto magazine, special herald, two styles of supplementary ads, midget cuts, window card, and regular line of paper. Showmen will clean up!

Teaser Window Card

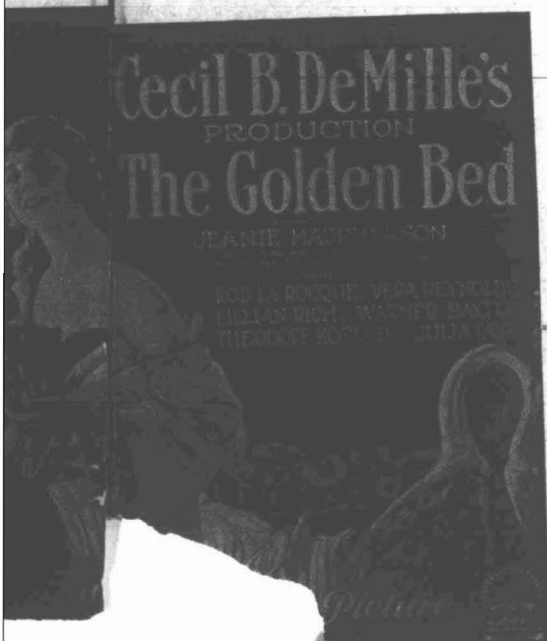
Price List for Advertising Material

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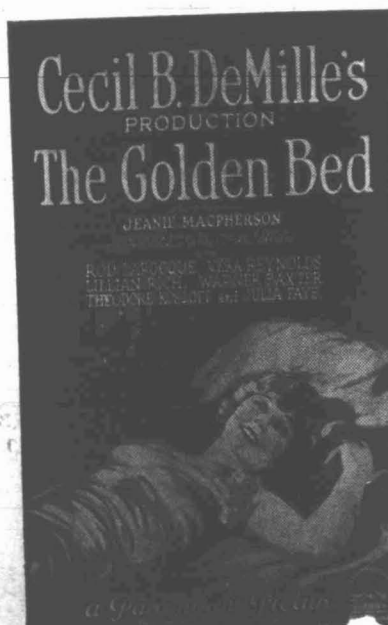
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For Outdoor Advertising			
One Sheet (1A and 1B)	\$.15	Two Column	.10
Three Sheet (3A and 3B)	.45	Supplementary (Two Column) (Adv. Only)	.15
Six Sheet (6A)	.75	Three Column	.25
Twenty-four Sheet (24A)	2.40	Four Column (Adv. Only)	.35
PHOTOS FOR YOUR LOBBY		Seven Column (Full Page)	.50
22 x 28 (Colored)	.40	FOR GENERAL EXPLOITATION	
11 x 14 Set of Eight (Colored)	.60	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
For Newspaper Ads		Insert Cards (14 x 36 in. to fit above)	.25
ADVERTISING CUTS		22 x 28 Gilt Frames	1.50
One Column	.35	Four-Page Deluxe Herald, per 1,000	5.00
Two Column	.65	Rotogravure Magazine, per thousand	7.50
Supplementary (Two Column)	.25	Window Card	0"
Midgets (each)	.15	Announcement Slide	
MATS, ADVERTISING, PRODUCTION, ETC.		Publicity Photos, Each	
One Column	.05	Trailers—National Screen Service	
		126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive St., Los Angeles, Cal.	

Press Books and Music Cues are gratis.



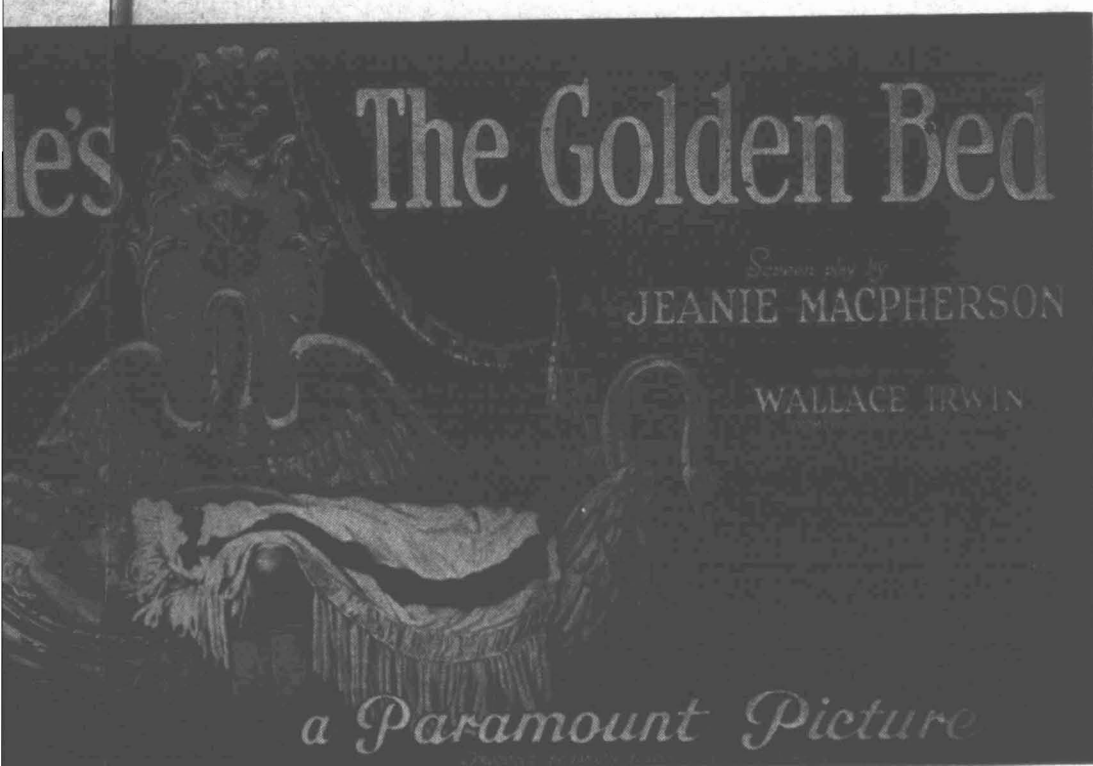
Six Sheet Poster 6A



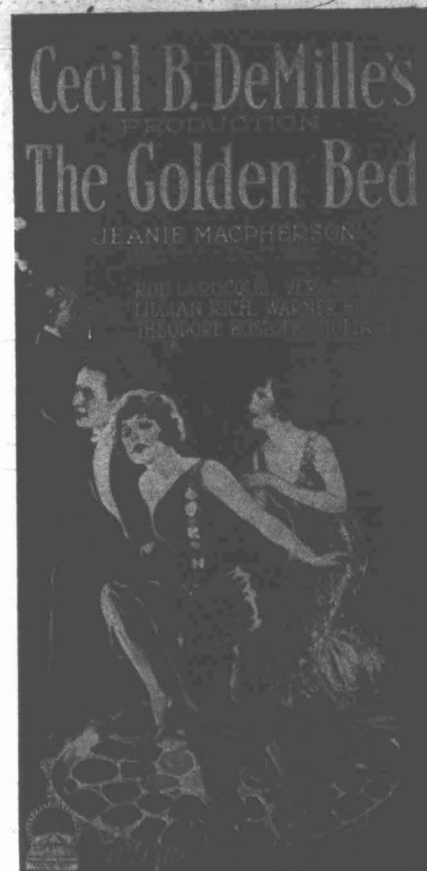
One Sheet Poster 1A



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

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